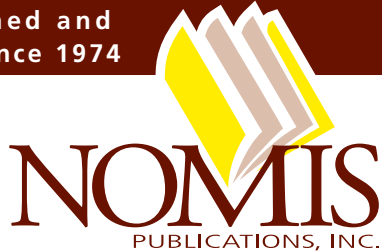


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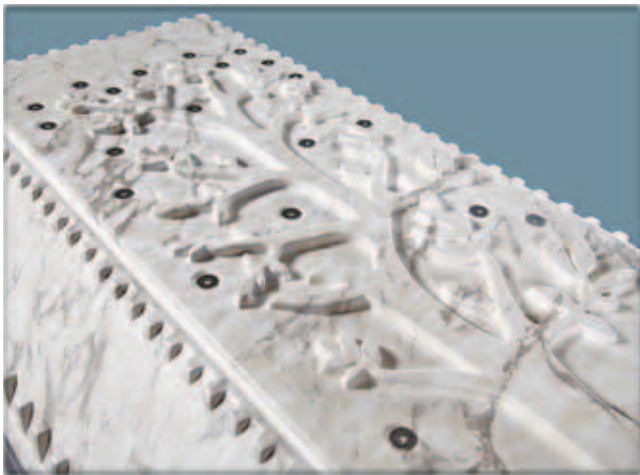
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Trigard brings ceremony to the cemetery with Healing Tree Vault and Memory Rings



The Memory Ring

DANVILLE, IL— The *Healing Tree* is a part of a new Trigard *Celebration of Life* package that allows families to participate in an interactive ceremony at the gravesite as they say their final goodbyes. Trigard test-marketed the Healing Tree at the 2008 NFDA Convention and 2009 ICCFA Convention, and after receiving positive feedback they made it available to their network of vault dealers at the Trigard Convention this July.



Detail of the Healing Tree Vault Cover with Memory Rings

The Healing Tree is designed for the white marble Aegean vault cover. The tree design is three-dimensional, and has twenty dove-shaped memory rings scattered throughout the top of the vault. The family can say their final goodbyes as they take a memory ring from the Healing Tree as a keepsake

to wear on a necklace, attach to a keychain or simply keep in their pocket as a memento of their loved one.

"The Healing Tree creates an experience where family members can be an active participant in the ceremony of their loved one. We need

CONTINUED ON PAGE B7

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These vessels, crafted with the touch of human artisan hands, minds and hearts, are created from natural materials that shared their own breath of life energy. More than 20 Thailand Artisan Guild members work daily to create these pieces of beauty. It's important to know that no two pieces are exactly alike. The result—each piece is as unique as each of us.

Because natural substances are used—wood, grasses and leaves, all urns are eco-friendly. Baskets are hand-woven from native

CONTINUED ON PAGE B8

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CALENDAR of Events

CONVENTIONS

Colorado Assoc of Cemeteries and Colorado FDA Combined Colorado - Sep 9-11, Crowne Plaza Denver International Airport Hotel and Convention Center, Denver, CO. (303) 791-2336.

New York State Assoc of Cemeteries Fall Conference - Sep 13-16, Sagamore Resort, Bolton Landing, NY. Exhibits. (518)783-1134.

New Jersey State FDA - Sep 29-Oct 1, The New Taj, Atlantic City, NJ. Exhibits. (800)734-3712.

Washington Cemetery & Funeral Assoc - Sep 23-27, Coeur d'Alene Golf & Spa Resort, Coeur d'Alene, ID. Exhibits. (888)522-7637.

Catholic Cemetery Conference - Sep 29-Oct 2, Chicago Hilton & Towers, Chicago, IL. Exhibits. (888) 850-8131.

Selected Independent Funeral Homes - Oct 7-10, Hard Rock Hotel, San Diego, CA. Exhibits. (800)323-4219.

NFDA - Oct 25-28, 2009, Boston Convention & Expo Center, Boston, MA. Exhibits. (800)228-6332.

Professional Grounds Management Society - Oct 28-31, 2009, Louisville, KY. Exhibits. (800)609-7467.

CFA Fall Conference - Nov 16-17, 2009, Crowne Plaza, Indianapolis, IN. Exhibits. (847)295-6630.

Pennsylvania Cemetery, Crematory & Funl Hm Assoc Super Expo - Nov 18-19, Greater Philadelphia Expo Center, Philadelphia, PA. Exhibits. (717) 236-9970.

2010

National Concrete Burial Vault Assoc (NCBVA) - Feb 2-4, Bellagio Hotel, Las Vegas, NV. Exhibits. (800)538-1423.

ICCFA - Mar 10-13, 2010, Grand Hyatt & San Antonio Convention Center, San Antonio, TX. Exhibits. (800)645-7700.

Kansas, Missouri and Nebraska Funeral Directors Associations Tri-State Convention - May 2-5, 2010, Overland Park Convention Center, Overland Park, KS. Exhibits. (785)232-7789 or (573)635-1661 or (402)423-8900.

West Virginia FDA - Jun 6-10, 2010, Marriott Hotel, Charleston, WV. Exhibits. (800)585-2351.

Virginia FDA - Jun 13-16, 2010, Newport News Marriott at City Center, Newport News, VA. Exhibits. (804)264-3260.

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

SEMINARS/MEETINGS

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

The Academy Training Dates - Sep 10-11, Boomers and Beyond; Sep 15-16, Family Service Follow-up Programs; Oct 20-23, AFP 101; Oct 27-28, Financial Aspects of Advance Funeral Planning; Nov 10-11, Leadership Lessons; Jan 19-22, 2010, AFP 101. The Academy Training Center, Franklin, OH, unless otherwise noted. (800)331-6270.

Mt. Ida College and ADEC Online Courses - Sep 14-Oct 9, Drawing Lines in the Sand; Oct 19-Nov 13, Spiritual Issues at the End of Life; Nov 16-Dec 18, Training Facilitators for Children's Programs and Bereavement Support Groups. (617)928-4649 or www.mountida.edu/ncde

Texas Cemeteries Association Maintenance Conference - Sep 22-23, Holiday Inn Beaumont Plaza, Beaumont, TX. (817) 336-0584.

ICCFA Fall Management Conference - Oct 7-10, 2009, Washington, DC. (800)645-7700.

Jewish Funeral Directors of America Annual Meeting - Nov 1-5, 2009, St. Regis Monarch Beach Resort, Dana Point, CA. (781)477-9300.

2010

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

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

CFA Winter Seminar - Mar 25-27, 2010, Charleston Place Hotel, Charleston, SC. (847)295-6630.

NFDA Professional Women's Conference - Apr 8-10, 2010, The Mulberry Inn, Savannah, GA. (800)228-6332.

Halo introduces the only Memorial Vase which can be both Engraved and Personalized

TWINSBURG, OH— Halo International has added an *Engraving Brochure* to its impressive lineup of exclusive catalogs for the industry. The booklet highlights many of Halo's exclusive designs and introduces *The Arlington*. This gorgeous new vase addition in satin goldtone and its satin silvetone counterpart Arlington II, have been designed to showcase an applique, along with custom engraving.

Never before has there been a vase which will accommodate an applique. This first and only memorial is a Halo exclusive. Combined with your choice of hundreds of appliques, *The Arlington* will truly be a unique memorial customized and personalized to pay fitting tribute to the deceased.

For over ten years Halo has been the leader in ap-

plique designs, materials and finishes featuring thousands of unique combinations to represent every interest, lifestyle, civic and military association.

A brochure featuring the newest additions to their Applique Encyclopedia is available online at www.halointlcorp.com, or by requesting a printed brochure from your Halo International Corp. distributor. Online as well is the new Engraving Brochure featuring *The Arlington*.

Halo International Corp. located in the Cleveland suburb of Twinsburg, is a national OEM sourcer and procurer of uniquely different products for the Funeral, Cemetery, and Religious Goods markets. Halo markets through a national network of Distributors/Jobbers. Catalogs of our varied product line are available through our dealers and/or



Halo International's Engraving Brochure

you can refer to our website www.halointlcorp.com. For more information contact **Mark Pennington** at 330-425-3800 or Mark@halointlcorp.com.

Apex Casket introduces the Column Solid Elmwood Casket



The Column, Solid Elmwood Casket

POMONA, CA— Apex Casket is pleased to announce a solid elmwood casket, the *Column* (H-CS16). The Column casket is hand rubbed with a high gloss finish. The column corners and bronze hardware gives funeral

homes a luxurious casket offering at a price that is affordable for even the most budget-minded family.

These caskets feature a light champagne velvet beaded spread, full lining and a tailored pillow that is suitable for men and women alike. Apex continues its commitment to quality and innovation at a very affordable price with the Column casket.

In addition to the Column casket, Apex continues to bring a full line of affordable quality caskets, both traditional and innovative, to our funeral directors. Apex has a continued commitment to provide the funeral industry with quality products in conjunction with competitive pricing. Watch for more new product releases in the coming weeks.

To see Apex's entire product line, go to www.apexcasket.com. Email any questions to sales@apexcasket.com. Call to request a catalog at 1-888-680-6800

Messenger introduces New Chronicles Leather Collection Stationery Series

AUBURN, IN— Messenger Corporation, the leading North American manufacturer of funeral stationery supplies, has introduced a new stationery series entitled the *Chronicles Leather Collection*. Designed with traditional elegance, *Chronicles* is a beautiful way to document the final chapter of life and make a lasting tribute for future generations. The highlights of this new series are the gold stamped and embossed filigree border on the memorial register book cover and the traditional gold stamped accents on the book spine.

The register book cover material is made of high quality, smooth grained bonded leather and is currently available in three color options including blue, black, and burgundy. The charming parchment interior is fully designed with a filigree border repeating on every page. Uplifting poetry throughout the memorial register book provides comfort to families.

The traditional elegance of this series has a broad appeal. "While many of our products feature full-color art, we realize that many people may prefer more basic colors and designs with subtle detail," states **Bob Hoaglund**, Vice



Record the final chapter of life with Messenger's new Chronicles Leather Collection.

President of Sales and Marketing at Messenger. "We recognized the need to add variety to the middle merchandising tier to appeal to those families seeking that more traditional stationery option. We feel that the *Chronicles Leather Collection* fills this need for us."

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

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

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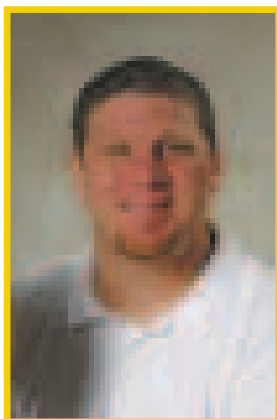
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Med Sled First Call Case Study: Parker Mortuary in Joplin, Missouri



The Med Sled First Call

JOPLIN, MO— In the funeral industry, the removal of bodies continues as an important challenge because respect for the deceased is of the highest value.

Rick Bailey, Funeral Director at **Parker Mortuary** in Joplin, has served in the funeral industry for more than 30 years and has seen his share of difficult removals. In recent years, Bailey began to notice difficult removals becoming more frequent due to an increase in the number of overweight and obese people.

Parker Mortuary recognized the need for a new removal method that would save time and diminish the chance of injury to workers' backs. Even more importantly, they needed a product that would perform a removal in a respectful, professional manner that minimized distress to the onsite family members coping with their loss.

When Bailey saw an ad for the **Med Sled First Call**, a removal sled that cocoons the deceased body and maneuvers easily, he immediately saw the bariatric sled as a solution to some of his most difficult removals. Because the bariatric sled can support up to 1,000 pounds, choosing the First Call was an easy decision for Bailey.

Since receiving the First Call removal sled about eight months ago, the product has been in continuous use. The day the First Call arrived at Parker Mortuary, Bailey received a call for one of the most difficult removals he has seen in his many years of experience.

"It was very ironic," said Bailey. "The day we got the sled, we a got a house call for a

6'7", 550-pound deceased...on the second floor in the back of the house, down a narrow and cluttered hallway."

Positioning the First Call, Bailey and a law enforcement officer maneuvered the deceased onto the sled and guided it off the bed. Pulling the sled through the hall, they easily guided it around a corner, down the stairs and out the front door.

Prior to using the Med Sled First Call, Parker Mortuary had to resort to less respectful removal methods, such as using sheets to hoist or drag the body.

"A removal of this size would typically require four to five men, and at least an extra half an hour," said Bailey. "The sheriff and the coroner, who had given us a heads up that the deceased was a very large person, were very impressed."

"Two or three people can do the removal and the sled just slides so you can go on hardwood or carpet or whatever," said Bailey. "The built-in stair brake eases the body down stairs without any bouncing. This product won't blow your budget and it saves your back."

Extremely satisfied with the low cost and maneuverability of the product, Bailey would recommend the First Call Removal sled to anyone in the funeral industry, especially smaller funeral homes that cannot afford a larger, bariatric cot.

For additional information on the Med Sled First Call, please visit their website at <http://firstcallremoval.com> or call (866) 207-5993.



Rick Bailey

L J Enterprises offers Howard Miller Scattering Tubes

LAWRENCEVILLE, GA— **L J Enterprises** has added **Howard Miller Scattering Tubes** to their growing memorial product line. These tubes are a perfect way to allow family members to be part of a memorial and to still keep as a memento. The 6-cubic-inch tubes are made specifically to fit inside Howard Miller memorial chests.

Company owner **Larry Cooper** says that he is committed to continually updating his product offerings to reflect the lives and personalities of the deceased. He is very pleased to offer *Loving Memories Keepsakes* designed by artist *Jay M. Rotberg* featuring his signature style reflecting the warmth and love of family and friends through sculptures. Cooper also has added *Memory Frames* and *Eternal Image Major League Baseball Urns*. Pet products released this summer include Cat Fanciers Association and American Kennel Club urns.

Beginning September 2009, L J Enterprises will also offer African-American and Hispanic *Precious Moments™ Youth Caskets*. The 20-gauge sealer caskets with swing hardware are handcrafted in the USA and are available with pink accents for girls and blue for boys. Like the current *Precious Moments™* caskets featuring Caucasian angels these long-awaited versions will be available in four sizes ranging from 30" to 66". Coming soon to L J Enterprises is the line of eco-friendly products by **Art Vessels**.



Howard Miller Scattering Tube

L J Enterprises was founded in 2003 as a business-to-business supplier

of Howard Miller memorial clocks. By knocking on doors, use of the Internet, and most of all, word of mouth, the company has grown to offer a tremendous selection of products at price points for almost anyone. View all of L J Enterprises' products at www.cremationurnsdirect.com. For more information, contact Larry Cooper at (678)778-6018 or sales@cremationurnsdirect.com, or write L J Enterprises, 1793 Pine Circle, Lawrenceville, GA 30044.

Puppy Paws Inc. introduces Memory Lockets



PITTSBURGH, PA— **Puppy Paws Inc.** has added *Memory Lockets* to their *Puppy Paws® Jewelry Collection*. The new sterling silver and 14k gold Memory Lockets are available as hearts, ovals or round, two-sided shapes. They are all embellished on the front simply with a "uni-species" *Puppy Paw®* and are able to hold cremains, locks of hair or photos of a beloved pet. The cremains and locks of hair are permanently held in place by a clear, permanent, acrylic resin.

Every locket is completely customizable. The small *Puppy Paw®* on the front can hold a birthstone color Swarovski crystal but they can also hold a larger paw. Larger paws are able to hold cremains and/or a number of Swarovski crystals to create a *Mother's Paw™*. In addition, each locket comes with an 18", 14k or sterling silver chain.

As always, only one *Memory Locket* is created by *Puppy Paws®* at a time to insure that absolutely no cremains are mixed up or misplaced. Any cremains not sealed in the pendant are returned to the owner for safe keeping.

The *Puppy Paws®* Collection includes sterling silver and 14k paw-shaped necklaces that feature the pet's birthstones or Swarovski® birthstone colored crystals. For rescue pets the actual birth date is not necessary because *Puppy Paws®* believes that rescue pets are "re-born" once they go home with their forever family. The month they go home offers them entirely new life thus a new "birth month."

The re-homing of rescue pets has been a large mission for *Puppy Paws* since their beginning and they have been able to help with an ever expanding *Contribution Program*. As of today, they have over 250 members throughout the U.S. and Canada that receive funding other benefits from the program.

Puppy Paws®, Inc. is a Pittsburgh-based designer of fine jewelry for animal lovers. *Puppy Paws®* are available online at www.puppypaws.com, and in select jewelry stores and pet boutiques throughout the United States, Canada, UK and the UAE.

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 2009 S & S Cadillac Medalist Hearse <i>black, black top, black leather</i>	 1999 Eagle Cadillac Ultimate Hearse <i>gold firemist, gold top, burgundy leather</i>	 1998 S&S Cadillac Victoria Hearse <i>dark blue, dark blue top, blue leather</i>	 2009 Eagle Cadillac Kingsley Hearse <i>black, black top, black leather, band</i>
 2003 Eagle Cadillac Ultimate Hearse <i>dark blue, dark blue top, blue leather, stainless band</i>	 2000 Eagle Lincoln Ultimate Hearse <i>white, white top, blue leather</i>	 2002 Federal Cadillac 46" Six Door Limo <i>white, white top, blue leather</i>	 2002 Eagle Cadillac Ultimate Hearse <i>white diamond, white diamond top, neutral leather</i>

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Dove Urns, Inc. announces Greater Coverage and Additional Products

GALLATIN, TN— When **Dove Urns** moved its headquarters from Sarasota, Florida to Gallatin, Tennessee, the company was challenged to meet the needs of its existing customers while growing its business in a new area. Under **Heather Taylor-Parham's** direction, that's occurring.

Dove Urns started in Florida almost 20 years ago. In 2006, the company made dramatic changes—new owners took over and the headquarters relocated. "Those were big changes for us as well as for our customers," said Parham. "As with any small, family owned business, we know that there is a lot of competition but also there are strong loyalties in this business. We worked hard to re-establish relationships that were lost when the original owners sold. Our greatest strength is that we work very hard to give a funeral director a reason to pick up that phone and place their order with us."

Dove Urns carries a unique selection of urns including the beautiful handcrafted Dove Urn Oak cube, (designed by the original owner); imported and cultured marble urns; hand-spun copper, bronze, aluminum, and brass urns from Terrybear Urns and Memorials. Keepsake Hearts and the precious "Serenity Angel" series add quite a variety of choices for the family. "I remind my funeral directors that Keepsakes do not have to be sold only during cremation services," said Parham. "If you are not offering keepsakes

to families who request burial services, you're really missing a great sales opportunity. Keepsakes are used to hold a portion of the burial site soil, petals from a flower arrangement, or a lock of hair. All can provide a sense of comfort and truly become an important keepsake."

"If we do not carry a particular urn, we have many options to serve your needs," she continues. "Dove Urns now carries urns and keepsake pieces from **Terrybear**, **Sinosource**, as well as many other reputable manufacturers and distributors. Of course a full complement of other lines such as **Crowne Vaults**, **Howard Miller Scattering Tubes**, and **Cot Covers** by **Final Embrace** are available through Dove Urns, Inc."

"As our Tennessee customer base expands, especially in the Nashville area, we are able to offer more products. We envision a future where you can make one call for most of your memorial needs. We can provide product to our customers quickly since we ship directly from our warehouse in Gallatin or, we can have an item expedited directly from one of our manufacturers. The possibilities are endless! We are looking forward to a long-term relationship with our existing Florida clients as well as all of our new clients in Tennessee and the surrounding areas," said Parham.

See what's new by visiting their website at www.doveurnsinc.net, or call Dove Urns, Inc. at 1-866-393-DOVE (3683). E-mail Heather Parham at doveurnsinc@comcast.net.

F.A.C. Marketing offers cost-effective Preneed Lead Generators

BURLINGTON, IA— During these uncertain financial times it is important to invest your marketing budget wisely. **F.A.C. Marketing** offers affordable, cost-effective preneed lead generators.

"These days we are all looking to turn pennies into dollars," said **Derek Baker**, Account Executive for F.A.C. Marketing. "A fresh direct mail campaign can do just that. For just pennies you can generate a lead which turns into a sale. Because direct mail campaigns are so affordable, just one sale can pay for the entire campaign and have you seeing profits quick."

As a full-service marketing agency, F.A.C. Marketing has been processing direct mail internally for the past seven years. With a keen understanding of postal regulations, their professionals are able to get you the best price on your mail.

In addition to its affordability, direct mail also gives families a vehicle with which to contact you for information. Leads are delivered right to your door.

Recent studies have found that businesses who continue to advertise during a recession end up reaping the benefits in sales and profits. Keep

your business moving forward with an affordable direct mail program.

F.A.C. Marketing is a full-service marketing agency. With years of experience and concentration in the funeral industry, the professionals at F.A.C. Marketing are dedicated to providing custom marketing solutions to each individual funeral home.

For more information on F.A.C. Marketing's preneed lead generating direct mail, or any of their services, please call 800-800-5809. A monthly e-newsletter is also available. Sign up at www.facmarketing.com.

Bass-Mollett introduces new Funeral Industry Traffic Signs



GREENVILLE, IL— **Bass-Mollett** introduces traffic signs to the funeral industry. The bright yellow, lightweight, fold-up traffic signs are an excellent addition to their product line and definitely an asset to the funeral director. Within a matter of seconds, the funeral director can designate parking areas simply by opening the traffic sign and putting it in place.

The traffic signs set up quickly, fold for storage, and have a convenient handle for carrying. Their plastic construction won't rust. Signs are 11¾" wide at the base, 24" tall and are a bright yellow with graphics on both sides.

For more information



about Bass-Mollett's complete line of funeral products, call 800-851-4046 or visit their newly updated web site at www.bass-mollett.com.

Homesteaders listed among Ward Group Top 50 Performing Life & Health Insurers

DES MOINES, IA— **Ward Group**, an independent firm specializing in insurance industry benchmarking and best practices, has included **Homesteaders Life Company** in its 2009 list of 50 top performing life and health insurers in the United States. More than 800 insurers were analyzed for this year's benchmarking.

Each company must pass certain safety and consistency screens and achieve superior performance over a five-year period prior to being recognized among the top 50. **Jeff Rieder**, president of Ward Group explains, "In selecting the Ward's 50 we identify companies that pass financial stability requirements and measure their ability to grow while maintaining strong capital positions and results."

Homesteaders has met the volatility of the past 18 months with resolve, adhering to the long-standing financial management philosophies that have helped the company withstand the pressures of no less than 13 crises that had profound effects on the U.S. and world economy.

Throughout these trying times Homesteaders has made good on its promises to policy owners and funeral home owners while also emerging as a national leader in prearranged funeral funding.

"There is a great deal of fear and uncertainty among funeral home owners about which pre-need funding companies are secure," says **Graham Cook**, Homesteaders president. "We hope being included among this prestigious list of top-performing insurers gives people in funeral service another reason to be confident that Homesteaders is the safe and secure option for their families and their businesses."

For more information about the 2009 Ward's 50 visit www.wardinc.com/wards50/life-health.php.

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

FuneralHomeLoan.com Website Launches

NEW BRITAIN, PA— Securing loans to acquire or refinance funeral home operations is becoming increasingly challenging as banks cut back credit availability. Faced with increasing delinquency rates, falling property values and deteriorating loan portfolios business lenders have significantly tightened lending criteria. Many traditional lending sources have stopped issuing new loans for "special-use" properties entirely.

"The lending environment is particularly challenging for small business owners with unique properties like funeral homes," says commercial mortgage specialist **Ken Kaplan**. "Not long ago, funeral homes were preferred loan customers and excellent financing options were available at the

local bank. Now it's more important to know about the various loan programs available and which lenders are active in the funeral home market."

According to Kaplan, targeting the most appropriate combination of loan program and lender is the key to getting your project funded. It's also important to plan for a successful loan process by organizing your documents in advance and leaving enough time for the banks to conduct a thorough underwriting.

The new **FuneralHomeLoan.com** website provides overviews of the various loan programs available to funeral home owners as well as an explanation of the loan process. "How to get a GREAT Commercial Loan," a free Special Report available at the site, provides actionable steps to help any business improve its access to outstanding bank financing.

"Proper financing is an essential part of every successful funeral home operation" says Kaplan. "This site provides specialized information designed to deliver dependable financing options to independent funeral home operators. They need this information to make sure the funding they receive offers the best possible rates and terms for their unique situation."

For more information about Funeral Home Financing, visit www.FuneralHomeLoan.com or call Ken Kaplan at 215-230-1885.

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Eternal Image announces move to OTC:BB from Pink Sheets

FARMINGTON HILLS, MI— **Eternal Image, Inc.** (OTC BB: ETNL), a public company engaged in the design, manufacturing and marketing of licensed brand image funerary products such as caskets, urns, monuments and vaults, announced that its common stock has commenced trading on the OTC Bulletin Board on July 14, 2009, following approval of its application by FINRA. The new OTC:BB trading symbol is ETNL.OB.

“The move to the OTC BB is central to our plans to grow our company and strategically increase our revenues,” said **Clint Mytych**, CEO, Eternal Image. “This is a rare event and literally changes the playing field for Eternal Image. We believe it will help us attract new investors, new capital, new manufacturing, new distribution opportunities, and allow us to grow in exciting new ways. I would like to give special thanks to our shareholder base, company officers, and the many professionals that worked incredibly long hours to get this project across the finish line for us.”

The OTC Bulletin Board® (OTCBB) is a regulated quotation service that displays real-time quotes, last-sale prices, and volume information in over-the-counter (OTC) equity securities. An OTC equity security generally is any equity that is not listed or traded on NASDAQ® or a national securities exchange. OTCBB securities include national, regional, and foreign equity issues, warrants, units, ADRs, and Direct Participation Programs (DPPs).

Eternal Image, founded in 2002, is headquartered in Farmington Hills, MI. The company is the first and largest manufacturer and marketer of licensed brand image funerary products. Currently, the company offers urns and caskets that feature licensed images from Major League Baseball™, STAR TREK™, Collegiate Licensing Corporation™ and other well-known brands, as well as pet urns and garden memorial stones featuring the American Kennel Club™ and Cat Fancier's Association™. For more information about EI, visit www.EternalImage.net or call 1-888-6-CASKET.

Bereavement Booklets from Medic Publishing

EDINA, MN— **Grief Resources Catalog**, an online bookseller featuring bereavement literature, DVDs and tapes for professionals as well as individuals dealing with grief has featured the quick-read grief booklets of **Medic Publishing** for more than ten years. Medic Publishing is one of the most trusted niche publishers of inexpensive booklets for the bereaved as well as providing an extensive line of health care booklets designed to educate patients.

Medic Publications is known for its thoughtful series of grief booklets – first and foremost among them is **Amy Hillyard Jensen's** very popular grief booklet, *Healing Grief*. Published in 1980, this booklet has sold over 4.5 million copies. The other six booklets featured in the Grief Resources Catalog include: *Curando El Pesar* (Spanish version of *Healing Grief*), *Healing - A Father's Grief* by **William Schatz**, *Parent's Grief - Help and Understanding After The Death of a Baby* by **Carol**

Parrott, *Sibling Grief* by **Marcia G. Sherago**, *LOSS – How Children and Teenagers Can Cope with Death*, by **Patricia L. Papenbrock**, R.N. and **Robert F. Voss**, M.A., Q.M.R.P., and *Children's Grief – How to Help the Child Whose Parent Has Died*, also by Papenbrock and Voss.

For additional information about these publications 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 50 different grief booklets, books, DVD's and tapes. Grief Resources Catalog, 5021 Vernon Avenue, #209, Edina, MN 55436. Call (952) 922-3469. E-mail: williams@griefresourcescatalog.com.

Trigard Healing Tree Vault and Memory Rings

Continued from Page B1

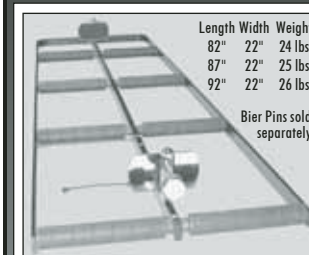
to remember that the services we provide are really for the living,” says **Linda Darby-Sempson**, CEO of Trigard.

A family can celebrate a life lived with the Healing Tree commemorative poem that is provided with Trigard's Healing Tree kit. Trigard also offers literature with a tear-away poem, a marketing DVD that shows the Healing Tree being used at the gravesite, and everything needed to display the Healing Tree in the funeral home, including extra memory rings, necklaces, key rings, and jewelry stands.

Contact your nearest Trigard dealer for more information about the Healing Tree burial vault. The Healing Tree ceremony provides closure and new memories that are forever etched into a family's hearts.

Trigard is a family owned and operated business based in Danville. Trigard has 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.

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The Essential Planning Group forms new division dedicated to helping Cemeterians increase Earnings

BEAVERTON,OR— The Essential Planning Group, a leading provider of death care industry services since 1993, announced that it has expanded its services by the formation of *National Cemetery Endowment Care Trust Services* (NCECTS), which is focused exclusively on helping small and mid-sized cemeteries increase monthly earnings from their endowment care investments.

“Our cemetery clients tell us that their biggest challenge is meeting their ever-increasing maintenance costs with their monthly earnings. It’s a gap that is very hard to close,” said **Hal Martin**, The Essential Planning Group’s CEO and a pioneer in developing master trust programs for both preneed and endowment care. “We

formed NCECTS based on client feedback and our confidence that we could serve this pressing need. Our experience managing master trusts and developing state specific administrative and investment guidelines uniquely positioned us to create and launch this service.”

Portland Management, Inc., which owns and operates three cemeteries, three mausoleums, and four funeral homes in Oregon, provides early testimony to NCECTS’ effectiveness in narrowing the gap between revenue received and maintenance expenditures. “We have used The Essential Planning Group services for preneed funeral plans for many years,” said **David Schroeder**, CEO of Portland Management, Inc. “They had a great track re-

cord providing those services so we asked them if they could help us with our cemetery endowment care returns.” Schroeder added that “We are all very familiar with the constant financial challenges of keeping our cemetery properties in ‘top notch’ condition while income from endowment care continually goes down as maintenance expenses increase.” Schroeder’s discussions with The Essential Planning Group helped catalyze formation of NCECTS. “We were very pleased to find out they could, indeed, help us,” said Schroeder.

Since moving his organization’s endowment care funds to NCECTS, Schroeder said he could “already see a positive material difference in income from our cemetery operations maintenance fund. Now that NCECTS is generating additional income for us, it has dramatically helped narrow the gap between revenue received and maintenance expenditures.”

“Producing positive business benefits for clients like Portland Management, Inc. is our mission,” said **Craig Martin**, The Essential Planning Group’s CFO and vice president. “We specialize in managing endowment care income streams by investing in both traditional and alternative investments, selected to maximize risk-adjusted returns. This is unique in the industry. An added strength is the NCECTS team of nationally respected trustee, depository and investment professionals to ensure that NCECTS sustains the highest levels of integrity, safety, and compliance.” Martin added that, in addition to NCECTS’ investment acumen, the company maintains a full-time, on-site compliance man-

ager and longstanding relationships with financial institutions, regulatory agencies, and industry leaders to remain current with legislative and regulatory requirements.

NCECTS is a turnkey service designed to ease enrollment and enable disbursement flexibility. NCECTS’ value-added services include assistance with tax reporting, computer services, and compliance. Hal Martin, who founded The Essential Planning Group with a vision to drive business benefit through service, summed up NCECTS as the company’s way to “help cemeterians manage the complex needs and requirements necessary to be competitive in today’s environment.”

The Essential Planning Group, founded in 1993, provides comprehensive death care industry services that help its customers benefit from their experience and rely on their expertise. The Group is recognized as one of the leaders in its field based on its in-depth industry knowledge, expert support and service, and the innovative services and solutions introduced since company inception. Nationwide independent funeral homes, cemeteries, and state associations form the Group’s customer base utilizing the Group’s six distinct offerings: American Funeral & Cemetery Trust Services (AFCTS), National Cemetery Endowment Care Trust Services (NCECTS), Third Party Administration, Preneed Insurance, American Prepaid Cremation Service (APCS), and Worldwide Travel Protection.

For additional information visit www.ncects.com and www.EssentialPlanning-Group.com

Trigard joins Social Networking Sites

DANVILLE,IL— Trigard is joining the social networking trend by adding Twitter, Linked In, and Facebook to their marketing scheme. Trigard is excited about experiencing the new client relationships that will develop from these websites.

Social Networking websites can be very useful to market a business. These websites are a free way to build networks. Just by signing up you can create an account and begin making “friends” on your page. It is a quick and easy way to socialize with others in your business field and build a client base!

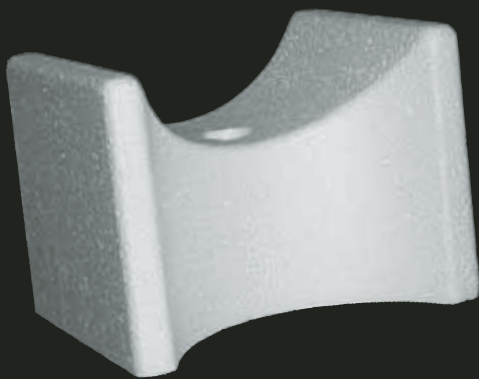
“At Trigard we are always looking for ways to better communicate with those in our profession as well as to help tell our story to consumers. We are excited about the new possibilities that the social networking trend will provide!” said **Linda Darby-Sempsrott**, CEO of Trigard.

Trigard will be featuring any promotions or new products as they become available. Trigard Bronze, a division of Trigard can also be found on Twitter, Linked In and Facebook. Trigard is looking forward to learning and growing with the up and coming trend of social

networking.

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.

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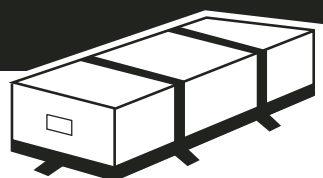
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Aurora partners with Tributes.com to enhance Funeral Home Websites

AURORA,IN— Aurora Casket, the largest privately held casket manufacturer in the U.S., and Tributes.com, the online resource for local and national obituary news, have announced a strategic partnership to enhance Aurora’s new website solution for funeral homes with Tributes advanced multi-media obituary technology.

Aurora’s new *WebConnect Marketing System* helps funeral homes reach out to families in new ways while reinforcing the firm’s brand identity. With the integrated Tributes, families can preserve the meaningful

stories of their loved one’s lives with unlimited text, photos, video, music and more.

The Tributes platform also offers enhanced obituary searching capabilities and the opportunity to register for obituary email alerts on the funeral home website as well as national distribution of all obituaries and tributes on Tributes.com.

With the Tributes integration, Aurora WebConnect users will be featured in the Tributes.com Funeral Home Finder as Tributes preferred partners – promoting their funeral home

identity and driving traffic back to their site.

“The Internet has clearly emerged as a vital information resource and communication medium between funeral homes and families,” said **Marty Strohofer**, Director of Creative Marketing at Aurora. “One of the core functions of funeral professionals is to inform the community, and for that matter, the world, that someone has died. Tributes provides a platform for distributing that information, and provides an interactive multi-media memorial that engage consumers at the funeral home website.”

Art Vessels line of Environmentally Friendly as well as beautiful Urns

Continued from Page B1

grasses and take 16 steps to produce. Hand-turned urns made from mango wood or bamboo are crafted on a lathe then finished with natural stains. Lotus leaves, driftwood and silk embellishments may be used for decoration. Renewable resources, finished with waxes, paints and oils, are the focus in this environmentally-friendly product.

Families who want a unique yet affordable artistic urn for a loved one have to look no farther than the Art Vessels line. Creator **Michael Anthony** and Designer **Janet Wagner** know that beauty inspires joy and joy can help to

soften grief. Michael Anthony passionately states that “Art is the foundation of these vessels because beauty elevates the spirit and soothes the soul.” Michael’s goal was to build urns that provide comfort in the aftermath of a loved one’s passing. These unique pieces can be displayed at home or interred in a natural setting so to return to the earth.

Full-size urns, companion urns and keepsakes in sizes ranging from 50 to 420 cubic inch capacity are available. *Elemente*, a reclaimed teak wood keepsake urn is a favorite of pet owners or people who enjoy the outdoors. (Similar

full-size is also available.) *Destine*, a basket with a painted finish, or the rounded mango wood *Sparkle* make strong visual statements.

Offering these as pre-need items allows the family to take the Art Vessel home to enjoy now as a user-friendly piece and to use later as a final repository. Having a familiar piece returned to the home lessens the shock a family may feel after a loved one’s passing.

Extremely unique designs are available upon request. For more information, please visit www.artvessels.com or call 866-763-0485.



“Eagle Coach Company sets itself apart from their competitors in their service. They’re so personal, and they truly take care of their customers. We have owned other brands of coaches in the past, but when we had problems with the vehicles they didn’t want to fix them. I’ve driven Eagle coaches for 10 years and have had virtually no problems with the vehicles. These vehicles are incredibly reliable, with a sturdy construction that translates into having little or no maintenance. I would recommend an Eagle Coach to other funeral directors in a heartbeat.”



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Patchwork Memorials to provide Free Websites to Funeral Homes

SAINT CLOUD, MN— Patchwork Memorials, a manufacturer of heirloom quality memorial products featuring their proprietary patchwork memorial photo quilt, announced that they have begun offering free websites to funeral homes who want to become a Patchwork Memorials dealer but don't currently have a website. Through this program any licensed funeral home, as a Patchwork Memorials dealer, can have a personalized website developed, published and hosted at no charge. Funeral Homes can optionally choose to obtain their own web address or the company will host them through a sub-domain at <http://www.bestfuneralhomes.net>.

According to **Timothy Miles**, President of Patchwork Memorials, "as we began signing up funeral homes as dealers for our innovative new line of unique memorial products, we discovered that a significant number of homes didn't have even a basic website to advertise their services online. Since our products are offered exclusively online, through a commission based affiliate program similar to the ones that several national flower companies offer, it would be very difficult for them to make our unique prod-

ucts available to their clients without a website. Our website/shopping cart is located at <http://www.patchworkmemorials.com>. Our customers come to us via links placed on our dealer's websites and our software tracks those customers and attributes the sales and commissions accordingly. We decided it was unreasonable to expect these website-less firms to incur the expense of establishing a web presence simply to be-



come a Patchwork Memorials dealer so we decided to overcome this obstacle by providing them with a basic yet solid website at no cost. Through the site, they can offer our products in addition to their services. It's a win-win situation all around. The fact they are sure to gain extra business as a result of the website is simply an added bonus."

The internet has surpassed the phone book in recent years as the most popular method of locating a business. Bill Gates, founder of Microsoft predicted in 1998 that by 2013, printed Yellow Page usage among people under 50 would drop to near zero. As a result, the website today has become as important as the Yellow Pages were in the 70s. Any business without a website is losing business unnecessarily to those that can effectively present themselves to the consumer online.

Funeral homes interested in participating in the free website program should contact Patchwork Memorials at 320-210-0117. Funeral homes that currently have a website may qualify for free website hosting as well and should contact the company for more information.

Tributes.com and FuneralNet partner to deliver Best-in-Class Online Obituary Solutions

BOSTON, MA— Tributes.com, the online resource for local and national obituary news, announced today that they have established a strategic partnership with **FuneralNet**, the original and largest full-service provider of custom funeral home websites since 1996.

FuneralNet will offer its customers the ability to access a variety of tightly integrated obituary and tribute solutions based on the Tributes.com national platform. This is made possible through the new automated distribution of all posted obituary notices to the popular Tributes.com national Internet destination and the Tributes network of online media partners. This online national obituary-listing solution provides families around the country a place to list obituaries that, when contrasted with traditional print obituaries, is higher in quality, substantially lower in cost and permanent in nature.

FuneralNet customers will be able to select the obituary solution for their website that best suits their business needs – ranging from standard online obituaries posted on both the funeral home website and Tributes.com, to fully integrated Tributes.com multi-media tribute offerings complete with unlimited photos, music, video and more. With Tributes.com products, funeral homes have an increased opportunity to generate new revenue streams for their businesses.

"Tributes.com is quickly becoming recognized by consumers and funeral homes as the centralized national resource for lasting online obituaries and tributes. By partnering with Tributes.com, our clients can offer their families an inexpensive yet far superior alternative to newspaper obituary listings along with enhanced tribute capacities while simultaneously improving their bottom lines. That's a win-win opportunity," said **Michael Turkiewicz**, FuneralNet President.

Monster.com founder **Jeff Taylor** officially launched Tributes.com in February, 2008 with the goal of creating a single national platform which allows people across the country to reliably locate obituary news and to share the rich stories of their loved one's lives.

"With the decline of the newspaper industry and the rapid transition of obituary classifieds from print to online, the funeral service profession has an opportunity to influence the direction of a new application of

technology that could revolutionize a critical facet of their business," said **John Heald**, a fourth-generation licensed funeral director and Vice President of Sales & Business Development for Tributes.com. "Tributes.com is playing a pivotal role in providing funeral homes, in collaboration with important partners like FuneralNet, the tools and products they need to not only be prepared for but to capitalize on this important market shift."

Tributes.com is the online resource for current local and national obituary news, lasting personal tributes and online community providing support during times of loss and grieving. Through one centralized national web destination, with over 84 million current and historical death records dating back to the 1930s, Tributes has made obituary and online memorial service information easily accessible so people can come together online and offline to remember and share the treasured stories of the important people in their lives who have passed away. Monster.com and Eons.com founder Jeff Taylor officially launched Tributes.com in February, 2008. Eons, Inc. and Dow Jones & Company are strategic partners in Tributes, Inc. For more information about Tributes.com, please visit our website at www.tributes.com or contact John Heald directly at 617-337-9442 or john@tributes.com

Founded in 1996, FuneralNet was the first company to build websites exclusively for death-care businesses and has since become the largest provider of custom death-care websites in America.

FuneralNet's strength lies in its specific focus on the death-care industry. Working with many of the leading death-care businesses around the country, FuneralNet has invented or made common many of the programs and website capacities now considered industry standards, such as online obituaries, complete online cremation-arrangement Web sites, flower and catering programs, online forms and many other functions.

FuneralNet's customer base includes funeral homes, cemeteries, cremation societies, state organizations, and death care vendors. For more information about FuneralNet, please call FuneralNet sales support at (800) 721-8166 opt. 2, or visit our website at funeralnet.com/examples. You may also email questions to sales@funeralnet.com.



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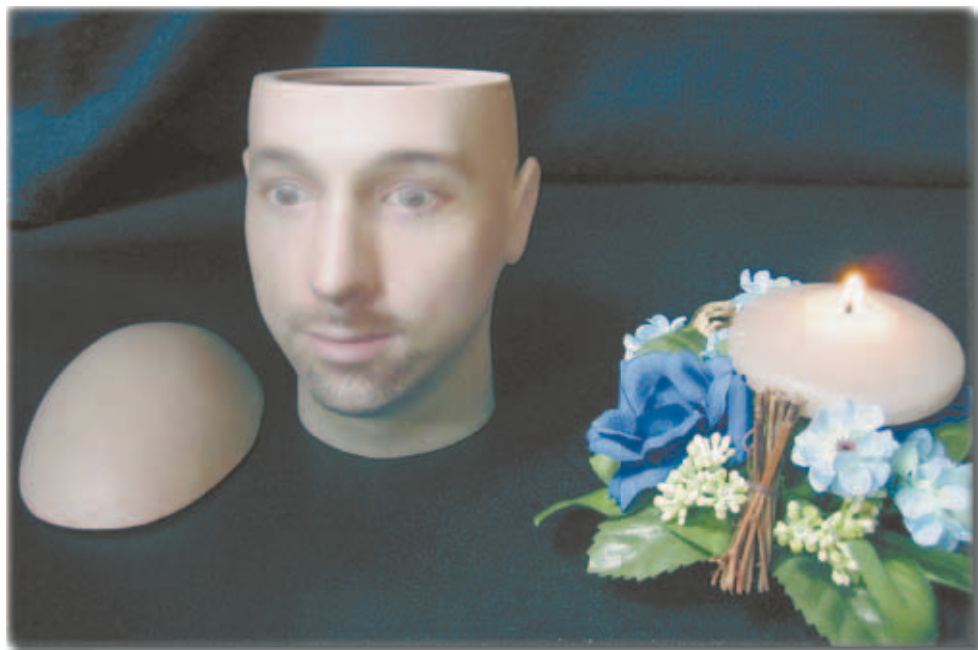
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Facial profile used to create Personal Replica Urns



ARLINGTON, VT— Cremation Solutions, a leading innovator in the specialized area of cremation urns, cremation jewelry, cremation crystals and fingerprint jewelry, has announced that they will be offering “personal replica urns” to help survivors memorialize their deceased loved ones.

Right out of the world of C.S.I., advances in 3D facial reconstruction and 3D printing are now being used in the funeral industry to produce cremation urns that are as unique as those they represent. The urns, called “personal urns” or “personal replica urns” are extremely lifelike and offer survivors a unique, one-of-a-kind option for personal remembrance.

Using only one or two photographs of someone’s face, Cremation Solutions will have an urn custom created into a one of a kind memorial. The urn’s exterior looks like a photorealistic color bust of the person whilst the inside contains a chamber specially sized to house their earthly remains. The urns can be made in the likeness of yourself or a favorite celebrity or hero.

Personal urns work just like most cremation urns, only instead of a screw off lid a section of the cranium is easily removed to add the precious cargo. Hair can be added in the form of a wig or printed in 3D. The high-quality craftsmanship makes them a great piece of

art that is appropriate to display as a room’s centerpiece. Even for those that wish to have ashes scattered, the urns can serve as a piece of memorial art.

Personalization is a fast growing trend in the funeral business and these new personal urns are a result of the public’s desire for custom personal products. Personal Urns will hold the entirety of person’s ashes or, a smaller keepsake size is also available for families who want to keep only a portion of the ashes. Once a facial profile is created survivors can order identical-looking life-sized urns or smaller

keepsake urns for every member of the family.

Cremation Solutions has grown to offer one of the largest and most innovative collections of cremation products on the market today. The company provides state-of-the-art memorial products including cremation urns, cremation jewelry, cremation crystals and fingerprint jewelry. In addition to their products, Cremation Solutions serves as a valuable resource to families in the planning of funerals and end-of-life celebrations. To learn more about the latest in memorials please visit www.cremationsolutions.com.

The Mark of a Leader



When you see the **IMSA** logo on a badge at a tradeshow, on a booth, or in an ad, you know you are dealing with a leader in the memorialization industry. Please patronize the **IMSA** company members that support the industry.

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- Church & Chapel Metal Arts, Inc.
- Clark Grave Vault Company
- Cold Spring Granite Memorial Group
- Conrad Pickel Studio Inc.
- Crematory Manufacturing & Service, Inc.
- Cressy Memorial/Crowne Vault Company
- Custom Air Trays
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- Kryprotek
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- Matthews Cremation Division
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Trigard honors Vault Distributors at Trigard Convention

DANVILLE, IL— Trigard presented sales awards to select vault distributors at their convention in Danville, IL, July 26-28. Trigard holds their convention every other year at various locations throughout the United States. Trigard's biennial convention informs vault dealers of new products and marketing strategies and is a great time to learn and grow with the company.

"We would like to thank our distributors for all their hard work. It's because of our dealers and

their excitement about our company that Trigard is a continued success," said **Linda Darby-Sempsrott**, CEO of Trigard.

Trigard honored the following companies during the convention for being leaders in 2008. Congratulations to **Watts Vault & Monument Co.** for the highest sales volume and **Hecox Goodwin, LLC** for the highest percentage of Aegean sales.

In the small business division, **Old Castle Trigard** was presented with the award for highest growth

percentage, **Rouselle Vault Company** with the second highest growth percentage and **Whitman Vault Co.** was the third highest growth percentage winner.

In the mid-sized division, **Chesapeake Burial Vault Co.** received the highest growth percentage, **White Burial Vault** received second highest growth percentage and **Minnesota Vault** was the third highest growth percentage winner.

Lastly, in the large business division **Babylon Vault Co., Inc.** was award-



Chesapeake Burial Vault Co. Receives Award. (L to R) Rich Darby, Donna Darby-Walthall, Jamie Demoss and Linda Darby-Sempsrott.

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Babylon Vault Co. Receives Award. (L to R) Rich Darby, Donna Darby-Walthall, Steve Koontz and Linda Darby-Sempsrott.



Mark H Bott Co. Receives Award. (L to R) Rich Darby, Donna Darby-Walthall, Wendy Brown and Linda Darby-Sempsrott.



Watts Vault & Monument Co. Receives Award. (L to R) Rich Darby, Scott Watts, Julie Watts, Donna Darby-Walthall, Linda Darby-Sempsrott, Carson Watts, Cailey Watts and Lyndal Watts

Have a blast while giving back at the 2009 FSF Golf Classic!

Join your friends, fellow funeral directors and valued clients on one of the best courses in the metro-Boston area for some good-natured competition and great times at the 2009 Funeral Service Foundation Golf Classic. Stow Acres Country Club boasts two of the best championship layouts in New England, and was recognized by *Golf Digest* as one of the top 50 public golf courses in the U.S.

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- Promote the value of the deathcare profession to the public
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- Support children's grief programs

Don't miss out! Register early, as the number of golfers is limited. The registration fee of \$250 includes transportation, continental breakfast, greens fees, cart, lunch gifts and more. A portion of your registration fee is tax deductible. Download a registration form at www.funeralservicefoundation.org or call FSF at 877-402-5900. Sponsorship opportunities also available.



Sunday, October 25
Stow Acres Country Club
Stow, Massachusetts
www.stowacres.com
8:30 a.m. Shotgun Start

ed with 2008's highest growth percentage, **Montgomery Vault** earned the second highest growth percentage, and **Mark H. Bott**

Co. was the third highest growth percentage winner. Trigard is a family owned and operated business based in Danville. Trigard

has catered to the varying needs of the death care industry since the 1960s. Trigard regularly hosts **CONTINUED ON PAGE B13**

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Daniel Isard's new book now available from Kates-Boylston Publications

WALL, NJ— Daniel M. Isard, founder and president of **The Foresight Companies**, is now offering his landmark book, *What Every Funeral Director and Cemeterian Should Know About Cremation*, to a wider audience.

To meet demand for the book, Isard has partnered with **Kates-Boylston Publications**. "The response to the book has been overwhelming, and so many people have told me how much it has helped them that I wanted to offer it to a wider audience," Isard said.

Isard's latest book on cremation gives funeral professionals direction on every dynamic of the cremation business. The tips and techniques provided in the book provide

funeral directors and crematory operators with the tools they need to make their businesses more profitable and less prone to lawsuits.

"We are thrilled to be able to offer this book to our audience," said **Thomas A. Parmalee**, executive editor of Kates-Boylston Publications. "It fits in perfectly with our own mission of helping funeral professionals succeed and serve."

Daniel M. Isard is president of The Foresight Companies, a financial consulting firm based in Phoenix, AZ. Since 1984, he has appraised more than 2000 funeral homes and several hundred cemeteries, including firms that own crematories. He has served as an expert witness for more than 75 legal matters over the past 20 years. For more information or to order *What Every Funeral Director and Cemeterian Should Know About Cremation* visit www.kates-boylston.com.



Daniel M. Isard

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CUPERTINO, CA— **Fabulous Destiny International Ltd.** is proud to announce the new *Destiny Hybrid Casket*. This unique combination of Cherry Wood and 18 ga. Steel gets its design idea from the automobile industry. Luxury cars often feature wood trim inside their sleek metal exterior.

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tractive to both funeral directors and their customers. At the same time, it also provides a valuable alternative to those customers who appreciate both the natural wood and beautiful, durable metal materials in one casket. For more information on the product lines of Destiny Casket please visit www.casketfromchina.com or email casketfromchina@yahoo.com.

Trigard honors Vault Distributors at Trigard Convention

Continued from Page B12



Hecox-Goodwin, LLC Receives Award. (L to R) Rich Darby, Donna Darby-Walthall, Linda Darby-Sempsrott and Bobby Goodwin.

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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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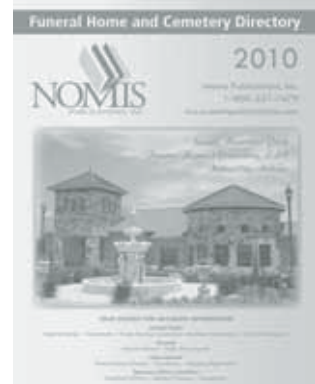
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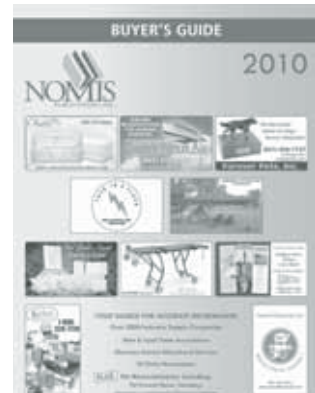
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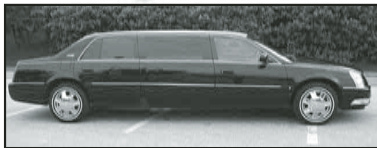
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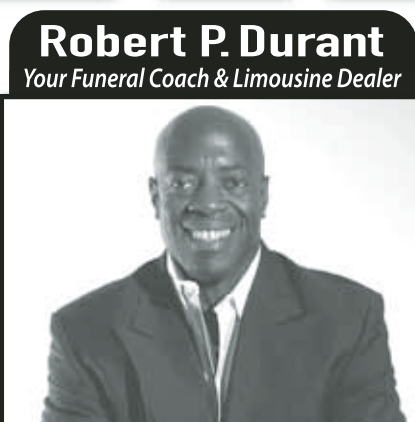
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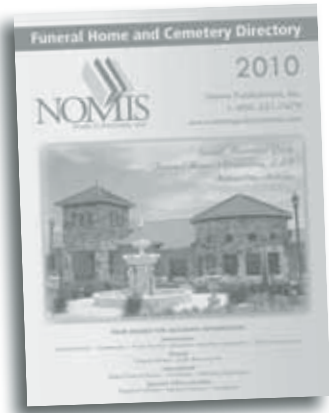
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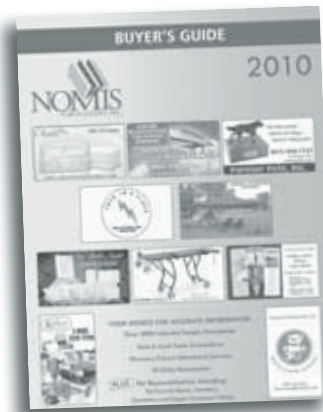
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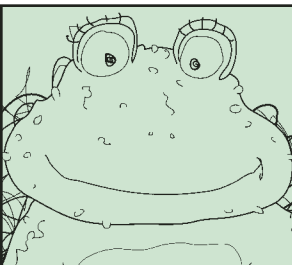
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Index of Advertisers

Abbott & Hast Publications	A34
Affinity	A31
Affinity Caskets	A10
Air-Flite Containers Inc.....	A33
Always On Call Answering Service LLC.....	A18
American Capital Funding LLC.....	A24
American Coach Sales	B21
American Crematory Equipment Co.....	A40
Angels At Rest LLC.....	A15
Association Computer Services.....	A28
Baines Professional Vehicles.....	B4
Bennett Funeral Coaches.....	B19
Beta Capital	A37
B K Umbrella Industries Inc.....	B1
Boardman Printing.....	A38
Boston Prayer Card Co.....	A12
Cherokee Casket Company.....	A4
Church & Chapel Metal Arts.....	A31
C & J Financial LLC.....	A30
CK Candles.....	A39
C & L Containers	A27
Colonial Professional Cars Ltd	B22
Conaway's	B18
Continental Computer Corp.....	A9
Cremation.com	A4
Cremation Keepsakes	A28
Custom Air Trays	A18
Custom Column Service	B23
Dead Ringer Putter Company.....	B6
Deaton-Kennedy Co	A16
Derma-Pro Mortuary Cosmetics	A37
DNR Industries Ltd	B7
Duncan Stuart Todd Ltd	A40
Eagle Coach Company.....	B9
Eagle's Wings Air.....	A23
Eckels and Company.....	A21
Elegante Brass Company	A29
Ethel Maid	A8
Farnsworth Gowns	A22
Forever Pets Inc	A36, B12
Funeral Directors Research.....	A20, A28, B6
Funeral Service Foundation	B12
G Burns Corporation	A44
Halo International Corp.....	A15
Hanley Coach Sales.....	B18
Heritage Coach Company.....	B23
Homesteaders Life Company	A26
Houston Brothers Inc.....	B19
Inman Shipping Worldwide	A43
Int'l Crematory Cremation & Funeral Association.....	A23
Int'l Memorialization Supply Association	B11
Johnson Consulting Group	A27
Judith Roth Studio Collection.....	A3
K2 Commercial Finance.....	A16
KEE Funeral Supplies.....	A26
Kelco Supply Company.....	A35
Lim-O-Tec Limousine & Auto Repair.....	B18
Link Mfg Cargo Management Products	B7
Loving Honors Inc.....	A37
L. Pricer Company.....	A42
Lynch Supply Company Inc.....	A21
Madelyn Company Inc	A16
Mark Thomas Company	A22
Matthews Cremation.....	A7
Matthews International	A13
McCord Products Inc.....	A44
Meadow Hill's Thumbies®.....	A6
Messenger	A33
MKJ Marketing.....	A11
Mortech Mfg.....	A19
Mortuary Financial Services Inc	B17
Mortuary Lift Company.....	A36
Mortware	A12
Myriad Data Corporation	A1
Nadene Cover-Up Cosmetics	A18
Names Unlimited Corp.....	A38
National Funeral Directors Association	A40
New England Cremation Supply Inc.....	A30
Newman Brothers Inc	A34
Parks Superior Sales.....	B24
Passages International Inc.....	A26
Precious Memories	A14
Premier Funeral Supply Inc.....	A15
Premium Mortuary Products Inc.....	A43
Prestige Vehicle Corp.....	B3
Print-A-Plate	A46
Professional Cars Inc.....	B17
Robert P Durant	B19
Royal Coachworks.....	B23
Simmons Institute of Funeral Service.....	A20
Southland Medical Corporation.....	A29
Specialty Hearse & Limo Sales	B22
S&S Coach Company	A17
S & S Cremation Urns	A14
Stakmore Company Inc.....	A47
Starmark Funeral Products	A48
Superior Coaches.....	B5
Taylor Urns	A11
TCT Coach Sales	B22
Terrybear Urns	A42
The Fan Man.....	A31
The Foresight Companies LLC.....	A36
The Outlook Group	A35
TiesForYou.com	A30
T & J Manufacturing	A8
TransContainaire Inc.....	B8
Trigard Vaults/Liners.....	A25
Triple H Company.....	A39
US Cremation Equipment	A5
Veterans & Family Memorial Care	A25
Vischer Funeral Supplies Inc	B1
Vivian Fashion/V & F Burial Gowns.....	A18
Webcasting Central	A38
Wilbert Funeral Services Inc.....	A45
Worsham College of Mortuary Science.....	A28

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