



Hear from Peers  
**Don't Make Assumptions on What a Customer Wants**  
See more on page 4



**WFSI Debuts Booth Display at ICCFA Show**  
See more on page 6



**Precautions Must be Taken to Prevent Electrical Accidents**  
See more on page 7

## what's news

Executive Tour & Continuing Education Event June 17-18 .....	page 2
Bulletin from WFSI Engineering .....	page 2
Packaging Material Reminder .....	page 2
Quality Control .....	page 2
Ringuardian™ Chain Upgrade .....	page 2
Wilbert's Facebook® Page Dedicated to First Responders .....	page 3
Inside Sales .....	page 8
Directory Changes .....	page 8
GPO Update and Spotlight .....	page 9-10

## upcoming 2014 events

- May 20-22  
**Districts 4, 6 and 7 Meeting**  
Pittsburgh, PA
- June 8-10  
**Districts 8, 9, 10 Meeting**  
Kansas City, MO
- June 17-18  
**Executive Tour & Continuing Education Event**  
Broadview, IL
- August 5-6  
**NFD&MA Convention & Expo**  
Dallas, TX
- September 21-24  
**WMA 69<sup>th</sup> Annual Meeting**  
Las Vegas, NV
- October 12-15  
**NFDA Meeting**  
Nashville, TN

For additional information, you can contact Wilbert at 708-865-1600 and connect to Barb at ext. 122.

### Spread the Word

Much of what is included in eNews is pertinent information that is important for your employees to know. Field Services, Inside Sales and Purchasing, to name a few departments, are providing regular updates that concern many of the people in your building.

Employers can share the eNews with their employees by either making sure employees are on our eBlast list or that they circulate a copy of the eNews to each of their staff. Don't forget, the eNews is also available for everyone to see on [Wilbert.com](http://Wilbert.com). Email [Barb](mailto:Barb) with employee email addresses and make sure they are in the loop.



**Open Your Online Print Account Today**

Click here: <http://wilbert.iprint.visionps.com/> and then "Create New Account"

**Did You Know?** A new feature has been added to the login page on the *iPrint* website that will allow you to reset your password if you have forgotten it.



We encourage you to print this issue of eNews and circulate to others in your organization.



Commemorating Life with Respect™

## Executive Tour & Continuing Education Event June 17-18

Now is your chance to see WFSI's newly-remodeled Broadview, IL headquarters and earn continuing education credit at the same time! The Wilbert Executive Tour & Continuing Education Event will be held Tuesday, June 17<sup>th</sup> beginning at Noon and Wednesday, June 18<sup>th</sup> ending at 1 p.m.

Speakers at the event include executives from WFSI, Pierce Chemical and Signet Supply as well as Frank Kaiser, President and CEO of Eagle's Wings Air who will speak on managing the risk of shipping human remains. Please see the flyer attached to the eNews for more detailed information on speakers and topics.

WFSI has reserved a block of rooms at the *DoubleTree by Hilton Hotel Chicago - Oak Brook*, located at 1909 Spring Road, Oak Brook, IL 60523. The room block is for the nights of Tuesday, June 17<sup>th</sup> and Wednesday, June 18<sup>th</sup>. The DoubleTree is a 10-minute drive to our Broadview location.

Reservations can be made online on our *Personalized Group Link*, or by calling (630) 472-6000 and asking for the Wilbert room block with the Group Code: **WIL**. Room rates are \$129 plus 9% tax per night. Reservations must be made by Wednesday, May 28<sup>th</sup>.

We look forward to welcoming you to our newly-remodeled facility for this first-ever event!

Be sure to look for information on a webinar in the next two weeks for more details on the Executive Tour.

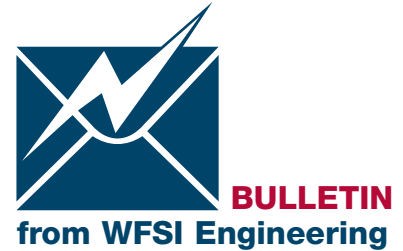
## Packaging Material Reminder

We remain low on packaging material (primarily liner skids and cover racks) in both Belmont and White Bear. These items are needed to maintain production levels of plastic products for your Liner Loads. Without the consistent flow of these items coming back to the Distribution Centers, the manufacturing process becomes disrupted, which may create shortages on future Liner Load shipments.

There is a benefit to returning the packaging material to you. In order to minimize the cash outlay for the use of the packaging materials, it is requested that you return these materials as quickly as possible so the proper credit can be given on a timely basis.

If you have these items, please contact Melanie at Xpress Solutions, [truckload@shipxs.com](mailto:truckload@shipxs.com) or at 815-806-3050 to arrange for a return.

WFSI continues to heavily reinvest in skids, cover racks and corners. If packaging materials are not returned in a more timely manner, WFSI is considering reducing the amount reimbursed to the Licensee for the extended use or possession by the Licensee of the packaging materials or instituting a pick up run process to gather the materials. The cost of the pick up run will be billed back to the Licensee holding on to these packaging materials if the Licensee does not become more proactive in returning these materials.



A bulletin by WFSI Engineering regarding changes in liner material and adhesive use has been distributed via email and is available for viewing and printing at: <http://www.wilbert.com/licensee/operations/advisories/>.

Please take time to review this bulletin as it addresses the conversion from ABS to SHIPS material and includes information on the discontinuation of the **E58R** product and the use of Unidex<sup>®</sup>Plus.

## Quality Control

In an effort to maintain quality control in our cremation products we are asking Licensees to pre-inspect any of the following urns in their inventory before they are shipped to customers. If there are any quality issues please notify WFSI by contacting Mike Signor at [mSIGNOR@wilbert.com](mailto:mSIGNOR@wilbert.com).

- **P3002** Argus<sup>®</sup> Memory Chest
- **P3002-1** Argus Insert
- **P363** Victorian<sup>™</sup> Urn
- **P2019** Adria White Urn
- **P3006** Opus<sup>™</sup> Rosewood Urn
- **P3007** Opus Burlwood Urn

## Ringuardian<sup>™</sup> Chain Upgrade

In response to feedback from the Licensees we will be upgrading the chain on the Ringuardian from the satin cord to an 18-inch long, solid sterling silver flat cable chain that is approximately 1.95mm thick and features a lobster claw clasp for added security.

We hope this will improve the overall quality and value of this special product.

It may take a few weeks to produce enough chains for the current inventory, so we will let you know when these become available.

## Wilbert's Facebook® Page Dedicated to First Responders

While Wilbert Funeral Services' Facebook page continues to grow, we need your help to let everyone know about the good work you're doing with the Commemorating First Responders Program.

Your participation on this page will make it successful for all of us, and show the professionalism and care that is our collective Wilbert brand.

The page is focused on the Commemorating First Responders program. Our goal is to make this a page that honors fallen first responders while respectfully illustrating the professional graveside set-ups and services that you provide.

This is a tremendous opportunity for you to show the public – and remind your customers – of what you do and how that truly helps bring dignity and commemoration to the committal service. When someone does a search for the name of a first responder who has died, our Facebook page will appear in the results. This leads to people who have no previous knowledge of our program, or even Wilbert, finding out about your good efforts.

Here is an example of our most recent Facebook posting from Whitman Wilbert Vault Co. of Whitman, MA:



*Whitman Wilbert Vault Co., Whitman, MA provided the SST Triune and graveside service for Boston Police Officer Dennis Simmonds, Jr.*



*Officer Simmonds, who earned the department's highest honor for bravery for his actions during last year's shootout with the Boston Marathon bombing suspects, died April 10, 2014 after an on-duty medical emergency.*



Whitman Wilbert Vault provided us with the photos of the carapace and the service and as of today, more than 250 people had viewed and the posting.

Here's what you can do:

1. Have your CSRs take photos of the completed graveside setup, personalized carapace, distinctive look of the tent and chairs. Also, respectful photos of the service would be good, being mindful of the family's privacy – these can be from a distance showing the tent and the crowd. You might also photograph honor guards, memorials, etc.
2. Post your photos along with tributes or comments regarding the first responder whose service you handled. Or, you can email your photos to: [bmalone@wilbert.com](mailto:bmalone@wilbert.com) and we will post them to Facebook for you.

Here's our Facebook page address: [www.facebook.com/WilbertFuneralServices](http://www.facebook.com/WilbertFuneralServices)



# Hear From PEERS

## Don't Make Assumptions on What a Customer Wants

By Anne Artac, Sales Representative, American Wilbert, Bridgeview, IL

**An ongoing feature of sales success stories and other noteworthy events submitted by Licensees.**

*These are YOUR stories so we'd like to hear from YOU! To sweeten the pot, everyone who submits a story will receive a \$25 American Express® gift certificate. Email your stories to Phil at [pallen@wilbert.com](mailto:pallen@wilbert.com). If you're not comfortable writing, don't worry – Phil will help with the word-smithing. In fact, you can even just call Phil and tell him your story!*

In my time with Wilbert, I have been surprised before when a customer chose something I hadn't expected for a loved one's service, but this was one I never could have imagined!

I had been out of town and when I returned, I got a call telling me we had a Wilbert Bronze vault sold and that I would need to go to the service. This isn't unusual, as whenever we have a Copper or Bronze Triune or Wilbert Bronze, the sales rep goes to the graveside.

I knew the cemetery—a small, private place in Dundee, IL—and what time the service was scheduled, but I didn't really look at the details of the order. When I arrived I walked to the set-up to make sure everything looked nice. When I got to the vault, I saw that there was a Star of David on the carapace. I thought this was unusual because typically for the Jewish marketplace, something very minimal is selected because protection is not a top concern. The Jewish faith is very much concerned with getting the body back to the earth as quickly as possible.

At this point the hearse pulled up. The funeral director told me he didn't handle a lot of Jewish services. His funeral home is in Skokie, IL, which has a fairly high population of Jewish people, but they are usually serviced by two large Jewish funeral homes in town. Then the family pulled up—two cars. They were driving average cars, nothing fancy, just average people.

The director then opened up the back of the hearse and he pulled out an urn! Now here is something you don't see every day: a cremated Jewish person being buried in a Wilbert Bronze burial vault! I jokingly said to the director, 'We do have Bronze Triune urn vaults—are you burying him with his skis or golf clubs?'

At this point the family went back to their cars and pulled out a big bag full of things. There were about eight family members and each of them was very involved in what they were doing. One person pulled out a book in which they had hand-written notes. There were two menorahs and probably about 25 books, each of which was about Judaism, Israel. There was something

*Continued on page 5*



# Hear From PEERS

...continued from page 4

else wrapped in a shroud and smaller items each having to be buried facing east or west. It was almost like a time capsule. Then they put the urn in the vault and we sealed and lowered the vault into the grave.

The deceased man's niece was the most visibly shaken of the relatives and when the funeral director asked the family if they had any final words, the niece, who was sobbing, asked the director, "Can we say an Our Father?"

After the prayer, the service was over and everyone walked away. And I was completely perplexed! I thought you could never have guessed that this is what this family would have wanted. You would never have guessed from the cars they drove that they were people who could afford or would want a Wilbert Bronze. You would not have guessed that a Jewish person would have opted for cremation. You would not have guessed that they would wrap that kind of service up with an Our Father. It was contradicting to everything that common knowledge would dictate. But it was such a great experience because they got a lot out of it; they were involved in it.

When I talked later with the director who had made the arrangements, I asked him how that even happened. He told me how he sat down with the niece and she told him about her uncle. She told him that he was Jewish and a very eccentric person while she was a devout Catholic. The two were very close and she felt this service would be the best way to balance what she thought would honor his memory while still keeping the integrity of his religion.

This is the third time in my two years with Wilbert that a full-sized burial vault was used to bury items with an urn. One was for an artist and they put his artwork in the vault. But I have never seen one quite like this before.

The lesson is you can't think that you know what a family wants by their appearance or even their religious beliefs. I think a lot of funeral professionals have taken it upon themselves to make the decisions for the families because they feel they know what the families really want or what they can afford.

We have proven with research and through conversations we've had with people that customers will constantly shock you with their opinions or their thought processes on funeral service in general, let alone burial vaults.

While part of the job of a funeral professional is to help guide families in their decision-making process, it's a family like this that reminds us to listen to them and to be open to unorthodox ideas.

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*The lesson is you can't think that you know what a family wants by their appearance or even their religious beliefs.*

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## WFSI Debuts Booth Display at ICCFA Show

The ICCFA Annual Convention and Exposition was held at the Mandalay Bay Convention Center in Las Vegas April 7-10 and WFSI was front and center. The show marked the debut of our new booth display. The square, 7-foot wide, 14-foot tall display features a 7-foot lighted top portion that commands attention, and indeed was noted by attendees and other exhibitors.

Each panel displays a separate message with the Wilbert tagline “Commemorating Life with Respect™” running along the bottom as a unifying element. The four sides were: the Wilbert Licensee Network map; a cremation graveside photo; a burial graveside photo; and a Pierce Chemical “Final Touch” ad image.

The “Burial” side of the booth featured seven minis and a Display Animation unit.

The Pierce Chemical side included shelves to hold fluids, candles,

memorial books, product brochures, etc. Two under-lit pedestals with a shelf running between them were positioned along the aisle. The pedestals held printed materials and fluids and a duotronic machine was on the shelf.

On the “Cremation” side, 12 recessed light-boxes held various urns and mementos. A lit shelf under the display ran the length of the wall and held other urns and jewelry. Along the aisle were two under-lit pedestals with a middle shelf that held more urns and jewelry including a display featuring the Ringuardian™.

The final side of the display had the large TV running testimonials. This side of the booth also has a door which had a color graphic on it incorporating the combined offering of Wilbert, Pierce, the colleges and the network.

In front of the door side of the booth, were a casket and lowering device.

In addition to the booth, a motorized overhead sign featuring the Wilbert, Wilbert/Pierce and Pierce Colleges logos hung from the ceiling of the convention hall, giving the booth even more visibility throughout the exhibit hall as well as presenting a unified statement.

Across the aisle from the WFSI/Pierce booth, the Pierce Colleges booth featured a “pop-up” display background and tablecloth with the colleges’ logo.

WFSI Cremation Merchandising Manager Mike Devaney did a breakout session Thursday afternoon on cremation, which was well attended and well-received. Many expressed further interest in Mike’s suggestions, including “packaging” such as our Commemorations program. This breakout nicely positioned Mike, and by extension Wilbert, as an authority in the industry.



The “Burial” side of the display is shown with minis and Display Animation unit. Casket and lowering device are at left and above is the motorized hanging sign.



Urn vault/Simplicity table display. Licensee network sign above and First Responders stanchion in foreground.



The Pierce Chemical side of the display with duotronic machine in center of the shelf.



Safety News

## Precautions Must be Taken to Prevent Electrical Accidents

By Edgar Murphy, Safety Director, Suhor Industries, Inc., Overland Park, KS

### Lockout/Tagout

The Lockout/Tagout Standard, 29 CFR 1910.147, was launched Oct. 30, 1989, to help reduce worker death and injury rates. The standard covers machine and equipment maintenance and service during which the unexpected energization, start-up, or release of stored energy could cause injury.

**Lockout devices** such as circuit breakers and disconnect switches ensure that an energy-isolated device cannot be used until the lockout device is removed. The picture below displays a variety of devices available for specific applications, such as breakers, wall switches, and valves. A lockout device uses a positive means, such as a key lock, to hold an energy-isolating device in a safe position. The lockout device must be substantial enough to prevent removal without excessive force or unusual techniques. **Tagout devices**, such as tags or other prominent warning devices, indicate that an energy-isolated device and its equipment must not be used until the tagout device is removed. **I strongly recommend that your policy prohibit the use of a tagout device alone, and require that lockout must be used.**



The procedure is to identify the disconnect location, apply the lockout device, and before working on the locked out equipment, attempt to



activate the equipment to make certain that you have disconnected the correct circuit. The picture above is an example of a lockout device applied to a disconnect switch. The name of the person to whom that lock is assigned is evident on the accompanying tag. That information is essential in the event you need to talk to the person who locked out that piece of equipment. Written instructions specific to a piece of equipment are advised if the lockout procedure is complicated, or if more than one person will often lockout the equipment. The only person authorized to remove a lockout device is the person who attached it. Some typical uses of lockout during plant operations are de-energizing the mixer or conveyor before cleaning or working on them, and de-energizing the air compressor in order to replace a belt.

### Arc Flash

In addition to preventing injury from unexpected movement of mechanical components, lockout procedures can also reduce the possibility of an arc flash. Simply put, an arc flash is a phenomenon where a flashover of electric current leaves its intended path and travels through the air from one conductor to another, or to ground. The results are often violent and when a human is in close proximity to the arc flash, serious injury and even death can occur. Arcing can occur through dust, a dropped tool, touching, condensation,

corrosion, or due to faulty installation. Protective clothing and equipment for those professionals who do work on live circuits is not designed to prevent injury, only to minimize it.

The minimum safe distance from exposed conductors carrying household current (110 volts) is three and one-half feet (3½'). In the example in the picture below, the open breaker slot is an OSHA violation. Plastic inserts are available to cover open breaker slots, and should be placed in this panel.



Employees who do not work out in the plant may be wondering how any of this applies to them. Well, we all pass within three and one-half feet of a potentially exposed circuit every day. Outlets and switches expose a live circuit if the cover is not intact and attached, or if the switch or outlet is broken. Also, every flexible cord is a potentially exposed live circuit if broken or damaged. When found, any of these conditions should be reported to maintenance immediately.

**Take time to be safe.**

## Inside Sales Corner

### J522 Sheet Stock

WFSI will be deleting **J522** Sheet Stock once inventory is depleted. At the present time there are only 12 Licensees that are still purchasing this item. On March 21, 2014 I faxed those Licensees explaining that the price of this product was going from \$142.50 per carton of 270 sheets or about \$0.528 per sheet to the new price of \$425.00 per carton or about \$1.574 per sheet.

The response was not good; only four Licensees are willing to pay the new higher price. Sales on this item are about 25 cartons yearly and the vendor wanted a minimum order from WFSI that would result in WFSI sitting with a five year supply of this product. During that time period we anticipate that most of the Licensees would have moved on and would be using a more updated process for nameplates.

To be fair to those Licensees that use this product, please contact Marlene Miller at ext. 116 if you would like a carton or two to hold you over until you find another source to use. Marlene will make sure that inventory left is shared equally to those Licensees; she has history of the sales to those Licensees who purchased this product in 2013 and 2014, so everyone will get a fair amount.

Some options: Plastic Plaque offers a nameplate that is flexible to fit the round top vaults. The **NW600** Nameplate is 6" x 19¾" – also has a "W" script engraved on the bottom of the plate – pricing is \$195.29 per carton of 60 pieces cost of which is \$3.255 per nameplate. The **350W** Nameplate is 4½" x 17" – also has a "W" script engraved on the bottom of the plate – pricing is \$139.64 per carton of 60 pieces for a cost of \$2.328 per nameplate. These plates are also available without the "W" on them – just order **N600** or **350**.

### C007 Monticello®/Continental® Clevis

Packaging of this item has changed. What was formerly sold at 600 pieces per carton is now titled **C007A** with 108 pieces per carton—an amount equal to what is needed per skid of liners. If you fax in an old liner load order form and have selected the quantity of one **C007**, it will read "quantity of six **C007A**" when faxed back to you to proof your order.

### E58R Trilon Resilient Kits

These kits are no longer available and WILL NOT be shipped with your metal order. Please start using your Unidex® in its place. If you have any questions or concerns, please feel free to contact Dave Becker at ext. 137.

### RSTKG – Restocking Fee of 15%

Effective immediately, WFSI will enforce this fee to cover the cost of inspecting and repackaging items when a Licensee orders products to show to their Funeral Directors and then returns them. WFSI understands that our Licensees cannot stock all the urns that we offer; however, we hope you will understand that there is a lot of time and effort involved in restocking these items, not the least of which is contacting the vendor for new packing material. WFSI really does not feel it is fair to sell a brand new product to our Licensees or a Funeral Director when it looks like the package was opened.

Making sure that your Funeral Directors have the latest Cremation Choices Catalog Volume 6 on hand should give them the visual of urns being offered and help them with their decision to order. Or they can also see them on our website at [WilbertDirect.com](http://WilbertDirect.com).

### Directory Changes

Norwalk Wilbert Vault Co. has purchased the territory formerly owned by Sabbow & Co., Inc. in Concord, NH. This area will be serviced by Norwalk Wilbert Vault Co. thru warehouses in Berlin and Pembroke, NH. Kindly consult Page 102 of 181 of the attached directory for full contact information.

David Chapman of Gulf Coast Wilbert, Inc. in Crestview, FL has changed his email address to [david@gulfcoastwilbert.com](mailto:david@gulfcoastwilbert.com). Denise Chapman has included her email address as [denise@gulfcoastmonuments.com](mailto:denise@gulfcoastmonuments.com). All other information, including the company email address of [gulfcoastwilbert@aol.com](mailto:gulfcoastwilbert@aol.com), remains the same.

Kindly report any changes in your Licensee information to Barb Malone at [bmalone@wilbert.com](mailto:bmalone@wilbert.com) or call Barb at 708-781-7062 at your first opportunity when changes occur. Thank you.



## GPO Update

Wilbert Funeral Services, Inc. continues to research and negotiate favorable associations for the Licensee Network. Following is a listing of companies with agreements in place along with contact information and a brief supply overview.



### R.S. Hughes

Abrasives and safety items  
Phone: 877-774-8443  
Email: [wfsiorderalert@rshughes.com](mailto:wfsiorderalert@rshughes.com)  
places orders directly with RS Hughes  
Customer Service Website: Online ordering at [www.rshughes.com](http://www.rshughes.com)



### OfficeMax

Office supplies  
Phone: Scott Fee 630-728-8011  
Email: [scottfee@officemax.com](mailto:scottfee@officemax.com)  
Website: [Officemaxworkplace.com](http://Officemaxworkplace.com)



### Airgas

Welding supplies, gases and safety products  
Phone: Steve Marziarka 847-321-5841  
Email: [Steve.Marziarka@Airgas.com](mailto:Steve.Marziarka@Airgas.com)  
Website: [www.Airgas.com](http://www.Airgas.com)



### PRECIOUS METAL REFINING SERVICES, INC.

### Progressive Environmental Services

Industrial refinement, metal recovery  
Phone: Bob Curran  
800-323-9785 ext. 8811  
Website: [www.pmr-refining.com](http://www.pmr-refining.com)

### • Warehouse Rack & Shelf, L.L.C. •

Warehouse Rack & Shelf  
Vault Storage Racks, Pallet Racks  
Phone: Sheri Ostmann 314-550-8841  
Email: [sheri@rackandshelf.com](mailto:sheri@rackandshelf.com)  
Website: [www.rackandshelf.com](http://www.rackandshelf.com)



### Grainger

Industrial Supplies  
Phone: Derek Schaul 847-535-1000  
Email: [derek.schaul@grainger.com](mailto:derek.schaul@grainger.com)  
Website: [Grainger.com](http://Grainger.com)



### Fort Dearborn Supply

Painting Supplies, Janitorial Supplies  
Phone: Gina Westfall 888-919-6010  
Website: [fortdearbornsupply.com](http://fortdearbornsupply.com)

### Church & Chapel Metal Arts, Inc.

Church & Chapel Metal Arts, Inc.  
PA Systems, Registers, Church Trucks  
Phone: Customer Service 800-992-1234  
Website: [www.church-chapel.com](http://www.church-chapel.com)



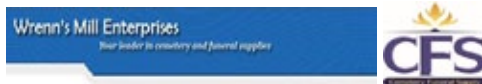
### Kadco Products, Inc.

Admixtures  
Phone: Steve Dick 847-828-8008  
Website: [kadcoproducts.com](http://kadcoproducts.com)



### Fabpro Oriented Polymers, Inc.

Synthetic Fibers  
Phone: Peggy Lawrence 800-821-4391  
Website: [fabpropolymers.com](http://fabpropolymers.com)



### Wrenn's Mill – Cemetery Funeral Supply

Cemetery Equipment  
Phone: Paula Manson 866-376-3400  
Website: [wrennsmill.com](http://wrennsmill.com)

### KRJ Graphics Services

Letterhead, Envelopes & Business Cards  
Phone: Robert 708-449-8881  
Email: [krjgraphic@mac.com](mailto:krjgraphic@mac.com)



### NAPA

Automotive Supplies  
Phone: Tim Scanlan 630-416-2938  
Email: [tim\\_scanlan@genpt.com](mailto:tim_scanlan@genpt.com)  
Website: [napaonline.com](http://napaonline.com)



### RoMix

Release Agents & Cement Dissolvers  
Phone: Hoben Walker 800-331-2243  
Email: [hoben@RoMixchem.com](mailto:hoben@RoMixchem.com)  
Website: [romixchem.com](http://romixchem.com)



### Michelin

Tires  
Phone: Quentin Holy 913-636-5552  
Email: [Quentin.holy@us.michelin.com](mailto:Quentin.holy@us.michelin.com)  
Website: [michelintruck.com](http://michelintruck.com)



### Sherwin-Williams

Paint  
Phone: Ryan Brown 303-794-2472  
Email: [ryan.e.brown@sherwin.com](mailto:ryan.e.brown@sherwin.com)  
Website: [Sherwin-williams.com](http://Sherwin-williams.com)



### UniFirst Corporation

Uniforms  
Phone: Alex Toledo 800-225-3364  
Website: [unifirst.com](http://unifirst.com)

Continued on page 10

...continued from page 9



**Roesch Ford Truck Center**

Fleet Vehicles

Phone: Hugh McKenty 630-918-9534

Email: [hughmckenty@roeschtrucks.com](mailto:hughmckenty@roeschtrucks.com)

Website: [roeschtrucks.com](http://roeschtrucks.com)



**Cremation Systems**

Cremation Equipment

Phone: Tom Krowl 708-339-6810

Email: [tom@cremsys.com](mailto:tom@cremsys.com)

Website: [armilcfs.com](http://armilcfs.com)



Exactly What You Need...Right When You Need It.

**Centurion, Inc.**

Warranties & Envelopes

Phone: Cindy 847-541-4490

Email: [cbenz@centurion-inc.com](mailto:cbenz@centurion-inc.com)

Website: [centurion-inc.com](http://centurion-inc.com)



**La Quinta Inns & Suites**

Hotel Discount Program – Returns Membership

Phone: Julie Garrett 972-505-4571

Email: [Julie.garrett@laquinta.com](mailto:Julie.garrett@laquinta.com)

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**GPO Spotlight – May 2014**

This month's GPO Spotlight centers on La Quinta Inns & Suites. La Quinta dedicates themselves to further expanding their relationship with Wilbert Licensees. Please take a few moments and read the following description of what this hotel has to offer. We appreciate any feedback you have in your dealings with these suppliers as well as feedback on any other product you would like to see under a GPO agreement. Please send comments to Mike Signor at [msignor@wilbert.com](mailto:msignor@wilbert.com)

**La Quinta is Here for WFSI.**

La Quinta Inns & Suites is excited to work with Wilbert Funeral Services and Wilbert Licensees!

Wilbert receives a 10% discount off our best available rates at over 850 properties in the US, Canada, and Mexico. Combine this discount with your "Returns Membership" program and begin taking advantage of the discount and the accumulation of points toward free night stays and gift cards. You can use your existing "Returns Member" number or follow the link [www.lq.com/SGEN](http://www.lq.com/SGEN) to sign up.

Reservations can be made four ways:

1. Visit [www.LQ.com](http://www.LQ.com) and enter: **WILB3RTF** in the promotional code box. (see example)
2. Contact our Reservations Line at 800-SLEEPLQ (753-3757) and request the Wilbert discount.
3. Contact the hotel directly and request the Wilbert Funeral Services discount.
4. You can book via this reservation link: <http://www.lq.com/lq/reservations/cobrand/index.jsp?cobrand=WILB3RTF> (same as booking on LQ.com but the WILB3RTF is already embedded in this link)



**Accommodations travelers want, value you expect.**

At La Quinta Inns & Suites® our guests enjoy great comfort, quality and value with outstanding amenities.

- FREE Bright Side Breakfast® with hot waffles, cereal, yogurt, coffee, juice and more
- FREE high-speed Internet
- FREE Fitness centers
- Comfy beds in spacious rooms
- New LCD Flat Screen TVs with HD Channels
- Fridge and Microwaves in King Rooms

The discount is valid for business or leisure travel. The Wilbert discount can be used by any employee, affiliate, vendor or even friends and family members. Please feel free to share this information with whomever you please.

**La Quinta "Returns Membership"**

Here is a link to La Quinta "Returns Membership": [www.lq.com/SGEN](http://www.lq.com/SGEN)

"Returns" is our guest loyalty program—it pays you points for every dollar you spend at La Quinta! If you sign up on the above link and have 2 stays within 60 days of signing up you will be upgraded to Gold status—that means for every dollar you spend at LQ you get 10 points + 20% bonus points for being a Gold member! So, if you stay 3-nights at \$79 that would be \$237 x 10 points

= 2,370 points + 474 points (20% bonus points) = 2,844 points. Free night stays start at just 6,000 points and \$25 Gift Cards to hundreds of retailers and restaurants are just 7,500 points! They add up fast!



Any questions you have regarding the discount program or the "Returns Membership"

program you can contact La Quinta during normal business hours and talk to Julie Garrett at 972-505-4571 or email: [Julie.garrett@laquinta.com](mailto:Julie.garrett@laquinta.com)



# Helping you Commemorate Life with Respect



*Commemorating Life with Respect™ is a collection of stories and vignettes celebrating the skills, creativity and teamwork of our industry's finest professionals and Wilbert Licensees.*



Listen in online at  
[wilbert.hmsbox.com/commemorate](http://wilbert.hmsbox.com/commemorate)

## Creating the *Personal* in Personalization

As families seek more meaningful, personalized experiences, Wilbert is helping meet the challenge – with custom collages on the carapace, artfully engraved urns, memorialization jewelry and more. In short, we provide the personalization platform, while you provide the personal touch.

It's about teamwork, innovation and commitment – qualities on full display in a new educational video series from Wilbert. Featuring funeral professionals sharing bold ideas and personal stories, it's designed to help you adapt and compete in these changing times, as you help families *commemorate lives with respect*.



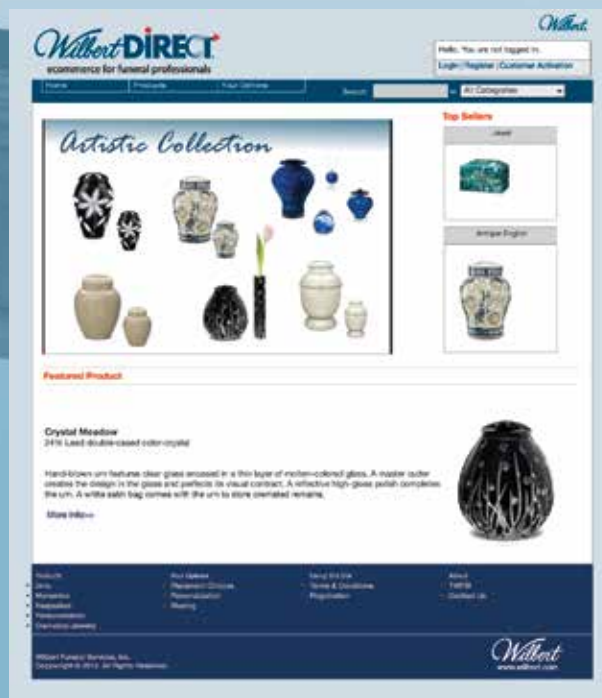
*Commemorating Life with Respect™*



# Discover

## how to grow your cremation business

**Wilbert**<sup>®</sup>**DIRECT**<sup>▶</sup>  
 ecommerce for funeral professionals



**Now you can help families make cremation selections and fulfill orders directly over the Internet!**

From top-selling urns to unique memorialization jewelry, it's all here, all online, all handsomely displayed. WilbertDirect.com simplifies the selection and purchasing of Wilbert's cremation products, saving time and enabling funeral professionals to operate more efficiently. Every choice is just a click away.

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