



Kick-Off the New Year in Dallas at the WFSI Annual Sales Meeting

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NFDA Show in Austin a Big Success for WFSI, Pierce, Pierce Colleges

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Wilbert on Vault Roundtable in October's American Funeral Director

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upcoming 2014 events

January 22-23

Wilbert Annual Sales Meeting

Dallas Marriott City Center, Dallas, TX

April 8-11

ICCFA Annual Convention

Mandalay Bay Resort & Casino, Las Vegas, NV

April 26-29

District 5 Meeting

Destin, FL

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

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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. Email *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™

Packaging Material Needed

Help!!! We are critically low on packaging material (Liner Skids, 5-Pack Crates, Cover Racks and Corner Supports) in both Belmont and White Bear. These items are needed to maintain production levels of metal and 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.

Note that on the October 1, 2013 price list distributed at the end of August 2013 that the charges for the packaging materials have been increased. These increased charges will be billed to you beginning October 1, 2013 and you will be responsible for these higher charges for the use of the packaging materials until the items are returned to WFSI for credit. 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 or at 815-806-3050 to arrange for a return.

Water Based Paint

Wilbert's water based line continues to give you a quality appearance without sacrificing the environment. With low VOC's of less than 100 grams per liter our water based line is environmentally friendly. This water based paint is easily applied by spray, roller or brush and washes up with just soap and water. With this water based line there are no worries of harmful vapors, fire hazards or mess associated with solvent bases and powders. **These water based paints are now enhanced with additional glycol to help product survive freeze thaw cycles.**

The following water based acrylic vault coatings are available with this added glycol for the same competitive price:

Stock Code	Description	Price
J1000	Paint-Clear water based acrylic vault coating (drum)	\$440.00
J1000P	Paint-Clear water based acrylic vault coating (pail)	\$47.00
J1003	Paint-Black water based acrylic vault coating (drum)	\$440.00
J1003P	Paint-Black water based acrylic vault coating (pail)	\$47.00
J1002	Paint-White water based acrylic vault coating (drum)	\$870.00
J1002P	Paint-White water based acrylic vault coating (pail)	\$87.00
J1021	Paint-Cameo Rose® water based acrylic vault coating (pail)	\$87.00
J1019	Paint-Venetian® water based acrylic vault coating (pail)	\$87.00
J1004P	Paint-Gray Salute® water based acrylic vault coating (pail)	\$60.00
J1006P	Paint-Russet water based acrylic vault coating (pail)	\$60.00
J1023	Paint-Strentex® water based acrylic vault coating (pail)	\$80.00
J1022	Paint-Copper water based acrylic vault coating (pail)	\$140.00
J1011	Paint-Aluminum water based acrylic vault coating (pail)	\$167.00
J1010	Paint-Gold water based acrylic vault coating (pail)	\$167.00
J1015	Paint-Orchidtone water based acrylic vault coating (pail)	\$167.00
J1017	Paint-Veteran Blue water based acrylic vault coating (pail)	\$80.00

Contact the Wilbert Inside Sales Department to place your order.

Inside Sales Corner

34" Triune® or Monticello® – Rental Forms

Effective August 15, 2013, all 34" Triune or Monticello rental forms will be delivered on a **B1004** 34" skid in order to eliminate damage to forms that may be dragged off or pushed with fork lift blades on to the trailer. This skid is painted red for easy identification and is constructed so you can easily enter your folk lift blades into the skid to move the rental on and off the trailer.

You are being charged \$110 for this skid, so please make sure your plant manager returns the rental form on this red skid. Upon receipt of the form on this skid at one of the WFSI warehouses, you will be issued a credit.

Quick Order Form

The quick order form on Cremation Urn Vault material has been updated; all of CUV emblems that are up for deletion have been taken off. Please take a moment and print out Form "D".

Fire Sale Items

Attached is the 2013 Oct/Nov Fire Sale Listing showing items which are being discontinued. Please take a moment to see if there is something you can use before WFSI disposes of this material.

2013 – Discontinued Urns/ Jewelry/or Replacement Items Listing

Attached is an updated listing of all urns and jewelry which have been discontinued. At the bottom of this attachment you will find a list of discontinued items where replacements are available; we have listed the **current** catalog numbers to use when ordering or updating your funeral directors' price lists. If you have any questions or concerns, please call Marlene Miller, Inside Sales Manager, ext. 116.



Kick-Off the New Year in Dallas at the WFSI Annual Sales Meeting January 22-23

The WFSI Annual Sales Meeting will be held Wednesday and Thursday, January 22-23, 2014 in Dallas. This year's meeting will be held at the Marriott City Center Hotel, located in the heart of Downtown. The mid-week format we are adopting this year allows us to keep our meeting time full and focused and still gives us plenty of time for fun in a great city.

Wednesday, January 22nd will begin with tour of the Pierce Chemicals facility from approximately 9-11 a.m. The tour is optional for those who want to save one night's expense and travel in on Wednesday.

The meeting kicks-off with our welcome lunch from noon-1 p.m. on Wednesday at the Marriott. The General Session will then begin at 1 p.m., sharp. After brief opening comments and a review of the agenda, we will turn the floor over to our speaker, Dan Norris, from Influence at Work, who will conduct the general session.



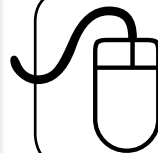
On Wednesday night, we will host a welcome reception at the Marriott from 6-8 p.m. Join us for cocktails and camaraderie!

On Thursday, January 23rd, we have a full day planned. Breakfast starts at 7 a.m. and we will begin the WFSI general session at 8 a.m., and run until 5 p.m. A cocktail reception will begin at 6 p.m., with the Annual Awards Dinner from 7-9 p.m. at the Marriott.

We are putting together an informative and enjoyable meeting you won't want to miss. DON'T Delay!!! Our \$575 registration fee (which has been the same price for four years) includes: Educational Sessions, Lunch and Reception on Wednesday, Breakfast and Lunch on Thursday, and Awards Reception and Dinner on Thursday night.

This year's meeting will be chock full of useful and important information designed to help your business succeed throughout 2014 and beyond. We would like you to share your stories of success in the past year with other licensees! If you have a story or something special that worked for you in the past year, please contact Mark Klingenberger at mklingenberger@wilbert.com.

Reservations are now being accepted online at the [Marriott City Center](#) or at 800-228-9290. If reserving by phone, tell the reservationist that you would like to make a reservation at the Dallas Marriott in the Wilbert room block. The room rate is \$179/night.



The first 50 Licensees who register to attend at [Wilbert.com](#) will receive a special gift from Influence at Work valued at \$50.

NFDA Show in Austin a Big Success for WFSI, Pierce, Pierce Colleges

The city's slogan is "Keep Austin Weird," but there was nothing strange about the success enjoyed at the WFSI/Pierce Chemical/Pierce College booths during the National Funeral Directors Association (NFDA) International Convention and Expo, held October 21-23 in Austin, TX.

The Pierce and Pierce College booths, taking up a long stretch of show aisle dubbed "Pierce Boulevard," met up with WFSI's island booth along "Wilbert Way" to serve as one of the biggest hot spots at the show.

Attendees were encouraged to visit all three booths for a chance to win a Wilbert Commemorating First Responders MAGLITE® flashlight and Amazon® gift cards. Representatives of all three organizations used scanners

to read visitor name badges for lead retrieval and to tabulate those who came to all three booths. A total of 297 people were scanned at all three and 25 winners were selected at random. The winners are posted at Wilbert.com/nfda2013. Each of the booths also scanned from 450-500 individual visitors during the three-day show!

At the WFSI booth, visitors were given copies of the new Cremation Choices™ catalog. Many of the products in the catalog were also on display at the show, including new urns and cremation jewelry and the Wilbert Ringuardian. Also on display were a collection of various minis and a Display Animation unit on a slat wall which replicated a selection room. A Cremation Animation Display unit accompanied urns on another slat wall.

At a video kiosk, visitors were able to sign up for WilbertDirect.com directly from the show floor.

With the continuing success of the Commemorating First Responders program, booth visitors were shown a short-size SST® vault with a special carapace which listed the total number of first responders who benefitted from the program since its start. The vault was accompanied by an Ovation device in the booth, which gave the illusion of being lowered into the ground. A Signet Supply Tuscany casket supplied by Suhor Industries of San Antonio completed the display.

Commemorating First Responders was also featured in another display under a Wilbert tent. An SST urn vault with a Fireman Legacy carapace and an engraved urn were set as a cremation graveside services display, including a Simplicity unit with a memory table featuring flowers, a fireman photo and helmet.

At the NFDA Sponsor's Showcase at the front of the show floor, WFSI was well-represented with a collection of urns, a Veteran Triune® urn vault and cover and a Ringuardian display in keeping with the Showcase's Cremation theme.

Over on "Pierce Boulevard," the Pierce Chemicals booth featured a brand new display backdrop which paired with two video kiosks to promote the company's "It's About the Final Touch" theme. The video kiosks featured testimonials from customers on the excellence of Pierce products and customer service. Interspersed with the testimonials was information on the Pierce "P3 Proofpack" promotion.

A popular destination for convention visitors was at the end of the Pierce Chemicals booth, where demonstrations on applying make-up with an air-brush to three "heads" had people lined up in the aisle.

Two photos at right: The Commemorating First Responders program was featured prominently with a special carapace listing the total number of first responders served since the program's inception in 2012 and in a display under a Wilbert tent in the booth. A Signet Supply Tuscany casket supplied by Suhor Industries of San Antonio completed the vault display.

Below: A Display Animation unit and assorted minis were hung on a slat wall to simulate a selection room.



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Not to be outdone, the presidents and the COO of the three Pierce Colleges were all on-hand to greet their alumni and potential students. Every visitor to the Pierce Colleges booth received a handsome metal bookmark inscribed with the Colleges' logo. Alumni who stopped by were given a distinguished Pierce Colleges pen & pencil set. The Pierce Colleges booth also featured a new three-paneled display backdrop, which featured information on each of the schools.

This year, in an effort to tell our stories of "commemorating life," part of the booth space was given over to videotaping stories and testimonials from customers who have had experiences with WFSI Licensees, Pierce Chemicals or Pierce Colleges (or all three) that they wanted to share. The taping was non-stop during the show Monday and Tuesday, with 35 funeral professionals sharing their experiences on video.

These videos will soon be available for the interviewees to use in their marketing efforts and will also be posted online at Wilbert.com. They will also be used in online and print advertising. Pierce Chemicals salespeople and WFSI licensees suggested and helped to sign up the participants used in the videos.

A special thank you goes out to all the Licensees and salespeople from WFSI, Pierce Chemicals and officials from the colleges who made this show such a success:

Pierce Chemicals: Johnny Bennett; Tim Bond; Randy Emmert; John Firestone; Angelo Frazetta; Hector Gonzales; Chris Grimsley; Tommy Johnson; Maureen Julian; Charles Miles; Lance Ray; Don Summers; Fred Velasquez.
Pierce Colleges: Jill Karn, Pierce Colleges COO; Patty Hutcheson, President, Gupton-Jones, Decatur, GA; James Shoemake, President Dallas Institute, Dallas, TX; Charlie Fulton and Wayne Cavender, both of Dallas Institute; Mike Hays, President, Mid-America College, Jeffersonville, IN.



Wilbert Licensees: Anne Artac, American Wilbert, Bridgeview, IL; Mike Beenblossom, American Wilbert, Bridgeview, IL; Eddie Bierschwale, Suhor Industries, Overland Park, KS; Dale Cameron, Piedmont Precast, Atlanta, GA; Jason Elmore, Omaha Wilbert, Omaha, NE; Randy Fehrenbacher, Bickes, Inc., Decatur, IL; Matthew Guynes, Bickes, Inc./Memphis Burial Vault, Memphis, TN; Brett Henery, Wilbert Vaults of Houston, Houston, TX; Danny Hurt, Bickes, Inc., Nashville, TN; Maleia Kavitz, Brown-Wilbert, St. Paul, MN; Zak Kistenfeger, Bickes, Inc., Decatur, IL; Peter McBride, The Fort Miller Service Corp., Schuylerville, NY;

Ken Moore, Suhor Industries, Overland Park, KS; Homer O'Field, Bickes, Inc., Decatur, IL; Tim Raker, Turner Vault Co., Northwood, OH; Don Robinson, Suhor Industries, Overland Park, KS; Curt Shannon, Suhor Industries, Overland Park, KS; Matt Stewart, Suhor Industries, Overland Park, KS; Joe Suhor; Suhor Industries, Overland Park, KS; Jack Thomas, Jackson, Tennessee Wilbert Vault, Jackson, TN; Steve Turner, Turner Vault Co., Northwood, OH; Tobi West, Suhor Industries, Overland Park, KS; Robert Yates, Yates Wilbert Vault Co., Charlotte, NC.

Their hard work made us all look good!



Field Service “Tip of the Month”

I love Fall and I hope it lasts a while, but the reality is that cold weather is approaching for most of our plant locations, so let's go over some things we can do to prepare for cold weather; specifically concreting! I originally posted this article early winter of 2011, but I believe it's worth repeating!

Cold Weather Concreting

CONCRETE can be placed safely throughout the winter months in cold climates if certain precautions are taken. In the concrete industry, for the most part, cold weather is defined as a period of more than three successive days when the daily temperature drops below 40 degrees Fahrenheit. Normal concreting practices can resume once the temperature is above 50 degrees for more than half a day.*

CONCRETE gains very little strength at low temperatures. Freshly mixed concrete must be protected against the effects of freezing until the degree of saturation of the concrete has been sufficiently reduced by the process of hydration. At normal temperatures (*above 50 degrees*) this occurs within the first 24 hours after placement. (*70 degrees is optimal*)*



STRENGTH REDUCTIONS, up to about 50%, can occur if concrete is frozen within a few hours after placement.* (*Another reason not to immediately take even our “Rough Boxes” out in these conditions after stripping from the mold.*)

CURING TEMPERATURES in our plants also affect the rate at which hydration of cement occurs. Low temperatures retard hydration and retard the hardening and strength gain of concrete.

HEAT of HYDRATION...Concrete generates heat during hardening as a result of the chemical process by which cement reacts with water to form a hard paste. The heat which is generated is called “heat of hydration.” Heat of hydration is useful in winter concreting as it helps provide a satisfactory curing temperature. To hold in the heat of hydration, especially during winter conditions, cover the exposed areas of concrete with poly sheeting. (Insulated covers would be even better.) After stripping from the mold, place a Wilbert approved seal coat on all exposed surfaces – **bottom included** – of the concrete for optimum curing. (*By having this seal coat in place...not only do you retain the heat of hydration, but also it has been proven that less “finish paint” will be used in the long run. Finish paint is much more expensive than seal coat!*) *BY The Way...WE see more and more plants making the switch to a clear coat sealer; it instantly brightens up the plant, less mess & don't have that “Black” mess all over the place!*

CEMENT TYPES/ACCELERATORS bring high strength concrete at an early age in winter to be assured of adequate “set” between casting and stripping of molds. (*Especially important today with the diversification of plants casting multiple pre-cast product and dependent on two or more pours per day!*) High early strengths can be obtained by using one or a combination of the following:

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1. Type III high-early strength cement (not available in some locales)
2. Additional Portland cement content per batch (not cost effective)
3. NON-CHLORIDE chemical accelerators such as: Wilbert NCA (readily available)

Small amounts of Wilbert NCA - start at 15 oz. per 100 wt. Portland cement/ adjust up/down as needed per test results/requirements - can be used to accelerate the setting and early-age strength development of concrete in cold weather.

PLEASE stay away from caustic Calcium Chloride! This old school accelerator not only has a detrimental effect on your concrete reinforced by rebar/wire mesh – *Being a NASCAR fan, I remember a situation a few years back where a pedestrian bridge failed at Lowe’s Motor Speedway (Charlotte, NC area) injuring several fans and it was determined that Calcium Chloride played a big role in degrading the performance of the rebar used for concrete reinforcing. (Ate it up!)* – THIS SAME CALCIUM CHLORIDE has THIS SAME effect with your metal forming molds! Yes, it is cheap...BUT, pay me now or pay me later ... **It will over time compromise the integrity of your forms...**Hence the need to turn our attention all the more to Non-Chloride Accelerators.

THE ACTUAL TEMPERATURE of freshly mixed concrete plays a big role in performance as well. *The temperature of fresh concrete “as mixed” should not be less than:

1. 70 degrees when outside temperature is below 0 degrees.
2. 65 degrees when outside temperature is 0 degrees to 30 degrees.
3. 60 degrees when outside temperature is above 30 degrees.

TWO items which help control the concrete temperature “as mixed” are aggregate temperatures and mixing

water temperature. Of the ingredients to make concrete, mixing water is the easiest and most practical to heat.

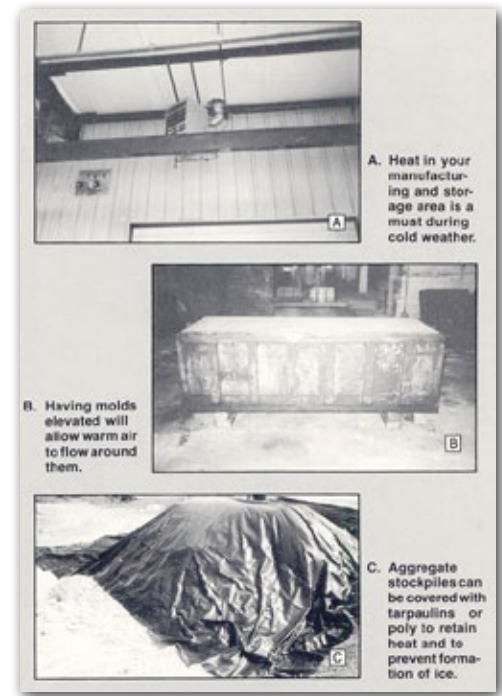
WATER can store about five times as much heat as can cement and aggregate of the same weight.* Water temperatures up to the boiling point can be used, provided the aggregates are cold enough to reduce the final temperature of the aggregates-and-water mixture to less than 100 degrees. One item of caution is that if you do heat the water or aggregates, especially near the 100 degree mark, make sure you combine them first in the mixer before the cement is added to avoid the possibility of a quick or flash set.

IN CLOSING, take a look around your plant and see if you are geared up for COLD WEATHER CONCRETING.

1. Heat your manufacturing and vault storage area.
2. Cover your molds after casting with poly and apply a seal coat upon stripping to hold in the heat of hydration. **(Seal coat base bottoms that afternoon before leaving, if possible)**
3. Use a high-early strength cement (type III) or non-chloride accelerator during winter months.
4. Have your fresh mixed concrete temperature between 60 and 70 degrees (but no lower) by controlling your water or aggregate temperature as needed.
5. Keep your base and cover forms elevated to allow warm air to circulate around them.

IF YOU are doing the above items, your plant is well on the way to handle COLD WEATHER CONCRETING. As always don’t hesitate to contact your WFSI Field Service Representative or WFSI Technical Services for further assistance concerning COLD WEATHER CONCRETING.

* Derived from PCA “Standards of Concrete.”



Directory Changes

Following up on the announcement of the purchase of Fort Myers Wilbert Vault Services in Fort Myers, Florida, please note these changes to their directory entry:

Randy Grewell
Regional Operations Manager
rgrewell@wilbert.com
Cell Phone 904-327-8337

Melanie Barnard
Administrative Assistant
mbarnard@wilbert.com

The mailing address, phone and fax remain the same.

If you want to add personnel to the eNews mailing list, email Barb at bmalone@wilbert.com and include the person’s full name and company name in addition to the email address.

WMA's Annual Meeting is Largest in 12 Years

Good news! The 68th Wilbert Manufacturers Association Annual Meeting, held in New Orleans this September, was a big success. Listed below are some metrics which may interest you:

- Largest attendance since 2001: 175 people
- Improved customer-satisfaction "Excellent & Above Average" ratings increased from 41% (2011) to 78% (2013)
- 98% of survey respondents said they would recommend the meeting to other Licensees
- Strategic planning that resulted in a balanced budget
- Excellent input from Licensees for use in future meetings (see below)

The **Licensee Agreement, Roundtables, and Consolidated Vault Manufacturing** sessions scored the highest ratings in the Excellent and Above Average categories. Vendors scored the lowest.

Write-in comments from the survey reflected an **overwhelming enthusiasm of the roundtables**. At least 30 comments were made such as the sampling shown below:

"The roundtables were excellent, wish we had done more."

"Wish we could have had that second roundtable, was looking forward to listening to more ideas."

"I wish there was more time for the roundtable discussions. The topics and discussions were interesting."

"There was lack of time to fully discuss relevant concerns and hear from peers at roundtable discussions. I would have liked to have heard all of the topics discussed at the roundtables."

"The roundtable was excellent. I would have liked to have been able to sit in on more than one."

"Have two days of roundtables."

"More roundtables, they were seriously great."

"More roundtable discussions. I wanted to hear all of the peer presentations."

"Loved the roundtable format. Great way to share ideas with peers and WFSI management."

Here are the most popular responses to these survey questions.

What did you like most?
Roundtables, networking/learning from peers, intense discussions

What did you like least?
Useless bickering, not enough time for bylaws and Licensee agreement

Suggestions?
More meeting time; more breakout sessions; distribute relevant materials 1-month in advance

How to make WMA better/stronger?
Require attendance/more participation; continue with meeting; meet like this year; continue email communication throughout the year

Three new Directors were chosen for the WMA Board of Directors—

District 1
Catherine Siematkowski, Witherbee & Whalen, Inc., Canton, NY

District 5
Dale Cameron, Piedmont Precast, Atlanta, GA

District 6
John King III, West Michigan Burial Vault, Muskegon, MI



Wilbert on Vaults Roundtable in October's American Funeral Director

Mark Klingenberger participated in the "Vaults Roundtable" published in the October issue of *American Funeral Director*, providing perspective on industry trends as they relate to burial vaults. Mark reinforced the need to educate families and illustrated how Wilbert has been a leader in developing tools to help funeral professionals do just that. Attached to the email that delivered this eNews is a PDF of that article.



Roundtable By Patti Martin Bartsche

Vaults Roundtable



Doug Beck



Linda Darby



Mark Klingenberger

Cremation is impacting all segments of the funeral industry, including vault manufacturing and sales. We talk to Doug Beck, vice president of sales and marketing, Clark Grave Vault; Linda Darby, CEO of Trigard; and Mark Klingenberger, vice president of sales and marketing, Wilbert Funeral Services, about the state of the industry, how to market to the cremation consumer, the challenges that lie ahead and what the future holds for vault manufacturers.

Traditional ground burials are down. How is that impacting the vault industry?

Beck: With fewer burials, you of course have less opportunity to sell your product. So, we look for other revenue streams, both within the industry and outside, to remain in business. That includes cremation products, value-added services and memorial products. We also have to look inward and be as efficient as we can and always be looking for ways to improve.

Darby: It is impacting it in terms of

traditional burials – the more cremations, the less full-size burial vaults we make. We have to look to different ways, perhaps more urn vaults or products for niches or other means of memorializing with cremations.

Klingenberger: This is a challenge we are all facing. For those who are working on a smaller scale this will probably be more difficult to withstand than larger firms who can also diversify. What is interesting is that half of the market is unlined concrete boxes so the opportunity for improvements in the quality of

the average sale is good. Also, our surveys of families shows they will buy better products when they understand the differences between units.

What are the biggest challenges the vault industry will be facing in the next several years?

Beck: With the increasing cremation rate, we, the vault manufacturers, will continue to fight for a bigger slice of a shrinking market. We'll need to provide products and services that continue to set ourselves apart from the rest of the field as well as products and services that the consumer wants to buy.

Darby: Maintaining market share and figuring out how to keep the industry telling the story of why we do what we do are the biggest challenges. As new generations come forth, sometimes they need to understand the history to better serve our family clients.

Klingenberger: The market will tighten over the next few years before stabilizing. Without economies of scale coupled with a diversified revenue stream it will be a challenge. This same trend is affecting our customers as well; the funeral professional is facing a lower revenue stream with the increase in cremation. This has led to more



Have You Liked the Wilbert Facebook® Page Yet?

Wilbert Funeral Services' Facebook page continues to grow. Currently we have 138 "likes" on the page with more coming in every day.

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

Here's what you can do:

1. Like our page and encourage employees, colleagues & customers to "Like" us.
2. 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.
3. Post your photos along with tributes or comments regarding the first responder whose service you handled.

Here's our Facebook page address: www.facebook.com/WilbertFuneralServices

The page is primarily 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.

Cremation News

All Licensees should have received their packet of 20 complimentary Cremation Choices™ catalogs, along with a credit card-shaped flash drive containing low and hi res PDFs of the catalog, Licensee and Funeral Home price lists and cremation videos. Please contact Mike Devaney at WFSI if you have not received the packet.

We have received positive feedback about the design of the new catalog which contains 70 new products. We have packaged the catalog with this month's issue of the *American Funeral Director* and *Canadian News*, and distributed the catalog at NFDA for funeral homes wishing a copy.

There have been some questions about a couple of new cremation jewelry items in the catalog as to what they are able to hold, because this information was not in the description. The following items all can hold a small portion of cremated remains or a lock of hair.

- All Elegante Brass items
- P630B Heart in Bloom Pendant
- P640B Loved and Cherished™ Pendant

Please Note: Since we have changed suppliers for the Avondale® series of urns and mementos, we will be phasing out of the current items as we deplete inventory. When we exhaust the stock of the old item we will be switching to the new item. You will see an additional alpha "S" attached to the stock code number. This signifies the new item is now being used. The supplier for the Avondale heart memento series will not be changed.

To date the following have been switched to the new items.

Old	New
P1005 Teal Urn	P1005S Teal Urn
P9014 Teal Memento	P9014S Teal Memento
P1001 Slate Urn	P1001S Slate Urn
P9000 Slate Memento	P9000S Slate Memento

While the color of the new urn is identical to the old, you may notice a slight variation in the inlay designs. We will be getting photos of the new items as they come in.

WFSI Delivery Dates

Holiday Schedule for November and December 2013

To All Licensees:

As we approach the end of 2013 and the holidays of the fourth quarter, WFSI wishes to remind you to be aware of the holiday schedule during November and December of 2013. Please make sure you have your liner load scheduled beforehand so you do not run out of material for your production needs during these times.

November 2013 Holiday Schedule

	Closed for Thanksgiving Holiday
Broadview	Nov. 28 (Thursday)*
White Bear Lake	Nov. 28 (Thursday)
Belmont	Nov. 28 (Thursday)

*On November 29, 2013, no UPS shipments can be made from Broadview because of the UPS pick-up schedule. An exception to this restriction can be made if the shipment is prearranged with UPS by 3:30 p.m. on Wednesday, November 27, 2013 for UPS Next Day Air Only. NOTE: UPS ground shipments will effectively be unavailable from the close of business on November 27, 2013 until December 2, 2013. LTL shipments may be limited on November 27 and 29, 2012 as well.

WFSI will be following the Christmas and New Year holiday closing schedule as follows:

December 2013 Christmas Holiday Schedule

	Closed for Christmas Holiday
Broadview	Dec. 25 (Wednesday)*
White Bear Lake	Dec. 25 (Wednesday)
Belmont	Dec. 25 (Wednesday)

*On December 24, 2013, no UPS shipments can be made from Broadview because of the UPS pick-up schedule. An exception to this restriction can be made if the shipment is prearranged with UPS by 3:30 p.m. on Monday, December 23, 2013 for UPS Next Day Air Only. NOTE: UPS ground shipments will effectively be unavailable from the close of business on December 23, 2013 until December 26, 2013. LTL shipments may be limited on December 24, 2013 as well.

January 2014 New Year Holiday Schedule

	Closed for New Year Holiday
Broadview	Jan. 1 (Wednesday)*
White Bear Lake	Jan. 1 (Wednesday)
Belmont	Jan. 1 (Wednesday)

*On December 31, 2013, no UPS shipments can be made from Broadview because of the UPS pick-up schedule. An exception to this restriction can be made if the shipment is prearranged with UPS by 3:30 p.m. on Monday, December 30, 2013 for UPS Next Day Air Only. NOTE: UPS ground shipments will effectively be unavailable from the close of business on December 30, 2013 until January 2, 2014. LTL shipments may be limited on December 31, 2013 as well.

Please plan your order and delivery schedule for the end of 2013 in light of these planned closures, UPS and LTL pick-up limitations. If there are any questions related to deliveries caused by the above schedules, please contact Marlene Miller, Inside Sales Manager, Terry Whitlock, Executive Vice President, Licensee Relations or Michael Bogacki, Chief Operating Officer.

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

places orders directly with RS Hughes
Customer Service Website: Online
ordering at www.rshughes.com



OfficeMax

Office supplies

Phone: Scott Fee 630-728-8011

Email: scottfee@officemax.com

Website: Officemaxworkplace.com



You'll find it with us.™

Airgas

Welding supplies, gases and safety
products

Phone: Steve Marziarka 847-321-5841

Email: Steve.Marziarka@Airgas.com

Website: 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.pMrs-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

Website: www.rackandshelf.com



Grainger

Industrial Supplies

Phone: Derek Schaul 847-535-1000

Email: derek.schaul@grainger.com

Website: Grainger.com



Fort Dearborn Supply

Painting Supplies, Janitorial Supplies

Phone: Gina Westfall 888-919-6010

Website: 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



Kadco Products, Inc.

Admixtures

Phone: Steve Dick 847-828-8008

Website: kadcoproducts.com

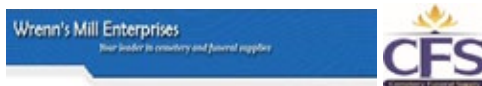


Fabpro Oriented Polymers, Inc.

Synthetic Fibers

Phone: Peggy Lawrence 800-821-4391

Website: fabpropolymers.com



Wrenn's Mill – Cemetery Funeral Supply

Cemetery Equipment

Phone: Paula Manson 866-376-3400

Website: wrennsmill.com



Fleetmatics

Global Positioning System

Phone: Mike Fucile 727-584-4001

Email: Mike.Fucile@Fleetmatics.com

Website: fleetmatics.com



Webtech Wireless

Global Positioning System

Phone: Cam Yeow 604-628-5196

Email: cam.yeow@webtechwireless.com

Website: webtechwireless.com



NAPA

Automotive Supplies

Phone: Tim Scanlan 630-416-2938

Email: tim_scanlan@genpt.com

Website: napaonline.com



RoMix

Release Agents & Cement Dissolvers

Phone: Hoben Walker 800-331-2243

Email: hoben@RoMixchem.com

Website: romixchem.com



Michelin

Tires

Phone: Quentin Holy 913-636-5552

Email: Quentin.holy@us.michelin.com

Website: michelintruck.com

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Sherwin-Williams
Paint
Phone: Ryan Brown 303-794-2472
Email: ryan.e.brown@sherwin.com
Website: Sherwin-williams.com



Roesch Ford Truck Center
Fleet Vehicles
Phone: Hugh McKenty 630-918-9534
Email: hughmckenty@roeschtrucks.com
Website: roeschtrucks.com



Centurion, Inc.
Warranties & Envelopes
Phone: Cindy 847-541-4490
Email: cbenz@centurion-inc.com
Website: centurion-inc.com



UniFirst Corporation
Uniforms
Phone: Alex Toledo 800-225-3364
Website: unifirst.com



Cremation Systems
Cremation Equipment
Phone: Tom Krowl 708-339-6810
Email: tom@cremsys.com
Website: armilcfs.com

KRJ Graphics Services
Letterhead, Envelopes & Business Cards
Phone: Robert 708-449-8881
Email: krjgraphic@mac.com

GPO Spotlight – November 2013

This month's GPO Spotlight centers on Romix. Romix dedicates themselves to further expanding their relationship with Wilbert Licensees. Please take a few moments and read the following description of what this valuable supplier 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 mssignor@wilbert.com



Romix reduces pricing for **RO-396**

Romix supplies release agents and cement dissolvers. The Wilbert Licensee network has been afforded very competitive prices on the following items:

RO-396 RELEASE AGENT (Ready-To-Use):
60 gallon to 330 gallon tote \$6.29/gallon

RO-396 has been reduced to \$6.29/gallon from the original cost of \$6.86/gallon. Take an additional 1% if paid in 10 days and pay \$6.23/gallon.

With tough technology for a fragile environment, RoMix presents their premier form release agent: RO-396. RoMix has answered the environmental challenge with its low V.O.C., cost cutting, "High Performance" release agent. RO-396 is non-hazardous, non-toxic and environmentally safe. Developed by RoMix Chemical and Brush, Inc., it provides clean positive stripping while eliminating bug holes. RO-396 contains a reactive agent dissolved into a neutralized oil base, blended with a mineral oil carrier. This premium release agent is specifically designed for thinner applications. RO-396 allows you to get the material on the form instead of on the ground or in the air, thus cutting waste and improving profits. Because form work can amount to more than 40% of pre-cast cost, an effective release agent is extremely important. RO-396 can be sprayed, swabbed, painted, wiped or dipped and is specially formulated to give maximum coverage in all climates and it will not freeze. The reactive agent out performs barrier type oils by giving you increased production and better appearance of finished products. Even to the high quality finish required by architectural pre-cast products, RO-396 is safe and easy to use. RO-396 gives you high coverage rates, rust prevention, positive form release, minimal surface voids, no stains or discoloring and ease of application with great stripping characteristics and exceeds all V.O.C. minimum requirements. Increase the life of your forms, produce a better result. Eliminate worries about regulation compliance. Get the quality and safety you desire

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and the most competitive pricing in the industry. Get the "High Performance" of RO-396, a form release agent from RoMix. NON-HAZARDOUS/V.O.C. COMPLIANCE Coverage Rates:
1400-1800 sq. ft./gal. on semi-porous
1900-2100 sq. ft./gal. on non-porous
800-1600 sq. ft./gal. on highly-porous

BACK-SET MOLECULAR CEMENT DISSOLVER: 60 gallon to 330 gallon totes \$7.16/gallon

BACK-SET: THIS NEWLY DEVELOPED CONCEPT IS TOTALLY SAFE AND USER FRIENDLY! BACK-SET is an acid alternative with no fumes or odors. This safe, but effective, alternative is a newly developed concept in chemistry. BACK-SET molecularly breaks down the ionic bond in Portland cement, completely dissolving and releasing the hardened

cement from any surface to which it is adhered. This type of ionic exchange has never been used before in our industry. This product is one of a kind! BACK-SET is completely biodegradable and environmentally safe. BACK-SET does not contain muriatic, hydrochloric, hydrofluoric, sulfuric or phosphoric acids. The active ingredient occurs naturally in sugar cane syrup.

BACK-SET PLATINUM MOLECULAR CEMENT DISSOLVER: 60 gallon to 330 gallon totes \$9.03/gallon

Prices are F.O.B. Dallas, TX

Technical sheets for these items are attached for your convenience. Our main contact at Romix is Hoben Walker and he can be reached at 800-331-2243 or by email: hoben@romixchem.com

Wilbert Tribute® Rental And Rent To Own Programs

Is the cost of a Wilbert Tribute® form keeping you from introducing the product to targeted customers in your market? Are you concerned with investing money in a form that may only yield sales of 50 vaults per year? If the answer is yes to either question, then we have a solution for you.

We are adding a Wilbert Tribute form to our rental fleet. For only \$15 per day, you can rent the form to manufacture your own Wilbert Tributes. The procedure for renting it will be the same as renting other forms in our rental fleet; contact Marlene Miller in Inside Sales to reserve the form today. We will also include a video demonstrating how to manufacture the Tribute vault.

The form will be shipped on a special skid to prevent damage. Please keep the skid and reuse it when returning the form to us. An initial charge of \$110 will be invoiced for the skid, but a credit of \$100 will be issued when the skid and form are returned. The freight cost will be your responsibility.

In addition, we are announcing another enhancement to the Tribute rental program, an offer of a Rent-to-Own concept for the long-term rental of the Tribute form. You can rent a Tribute form for 12 months from WFSI for \$677.20 per month and own the form at the end of the 12 month period rather than renting the form on a daily basis. This payment is based upon



the current selling price for the form, a 2% over the prime rate leasing premium and a commitment to lease the form for 12 consecutive months after which time the form will be yours free and clear.

The Licensee network has reported an increase of 21% in Tributes interred thru August 31st compared to the same period in 2013. Obviously the interest in this vault is expanding, and we are prepared to add forms to the rental fleet and the rent to own program in order to meet demand.

As a reminder, when ordering Tribute liner sets they are packaged two sets to a kit.

Wilbert, the Wilbert script logo, "Commemorating Life with Respect", Wilbert Tribute, Venetian, Cameo Rose, Salute, Strentex, Triune, Monticello, Cremation Choices, SST, Veteran Triune, Loved and Cherished, Avondale and WilbertWay are trademarks, service marks or registered trademarks of Wilbert Funeral Services, Inc.

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Toolkits

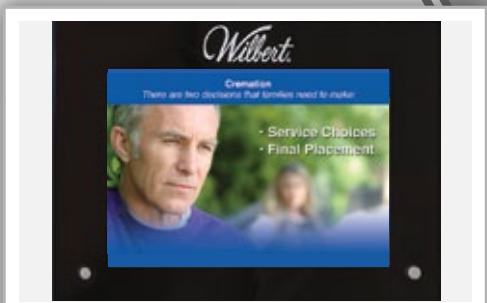
for building your cremation business



WilbertDirect.com



Commemorations Customizable Packages



Cremation Animation



Educational Videos

Margin-boosting displays, videos and more

Growing the profitability of your cremation business just got easier, with new educational toolkits and commemoration services packages from Wilbert.

These interactive tools include:

- Cremation Animation™ interactive video monitor for selection rooms
- Educational videos for families
- *Commemorations* packages that bundle cremation services, urn selection and memorialization products
- WilbertDirect.com – 24/7 access to popular cremation products

Each toolkit is designed to better educate families who choose cremation, while helping you grow both margins and referrals.

To learn more, contact your Wilbert licensee, today!

Open your toolbox here:



wilbert.hmsbox.com/cremationtoolkits



Commemorating Life with Respect™