



eNews

A monthly news update for the Wilbert® Licensee Network

February 2025

upcoming events

February 3-6, 2025
Wilbert National Sales Meeting
Miami Beach, Florida

February 4-6, 2025
ICCFA Dead Talks
Las Vegas, Nevada

February 26-28, 2025
CANA Symposium
Las Vegas, Nevada

April 6-9, 2025
WMA Midterm Meeting
Kiawah Island, South Carolina

April 30-May 3, 2025
ICCFA
Las Vegas, Nevada

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Any Personnel Changes for the Directory or eNews Subscription?

Kindly report any changes in your Licensee information to Susan Barry at sbarry@wilbert.com or call Susan at 708-865-1600 at your first opportunity when changes occur. Thank you!



We'd Like to Hear from YOU!

What have you found that works in your experience? Anything poignant or tastefully funny that you would like to share? Old photos of Wilbert products or employees from days gone by that would be interesting? Please email your stories to Susan Barry at sbarry@wilbert.com. If you're not comfortable writing, don't worry – we will be happy to help.



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

The New Vol 11 Cremation Choices® Catalog Now Available

The new Vol 11 Cremation Choices Catalog is now available to order. **Take advantage of the 10% off promotion for 5-pack catalogs ordered in February.**

The digital flipbook is also available by clicking on this link. <https://online.flipbuilder.com/pjvn/gojb/>

This tool allows funeral homes to embed onto their websites for easy urn product reference.

Also, it's a great time to introduce the new catalog to your customers with fillable PDFs showcasing the new catalog and new urn products. These are available by logging on <https://www.wilbert.com/licensee/marketing/print-switchboard/cremation/>



Exciting News
The New Vol 11 Cremation Choices Catalog is Now Available



Take time with your funeral home customers to showcase the beauty, quality and value of Wilbert urns in a beautifully designed catalog. Preview the convenient digital flipbook version here: <https://online.flipbuilder.com/pjvn/gojb/>

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Wilbert. cremation choices

New Metal Urns & Mementos



- Included are innovative designs in brass and aluminum.**
- Rich green and ivory brass religious themed urns highlighting the Celtic Cross
 - Vivid image of a Cardinal attractively depicted on white background
 - Beautifully designed American Flag urn representing patriotism and service
 - Picturesque hand painted aluminum urn depicting a calming beach scene
 - Inspiring religious image of Our Lady of Guadalupe on a cream aluminum urn

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Wilbert. cremation choices

See the New Wood Dimensional Urns



- Included are beautiful rich hardwood urns with 3 Dimensional inlays that have the look and feel of Old World craftsmanship.
- The beautiful Butterfly Urn is made of Mahogany with accenting woods: Hard Maple, Yellowheart, Lacewood, Purpleheart, Poplar, Soft Maple, Bubinga and Wenge.
- The Soaring Eagle Urn is made of Walnut and Oak depicting strength and beauty soaring above a mountain scene.

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WilbertEDU® January Recap

Michelle Johnston returned to the WilbertEDU stage to present *Facial Reconstruction 101* to an audience of over 900 funeral professionals on January 23, kicking off the 2025 WilbertEDU program year.

In this informative two-hour webinar, attendees learned essential techniques and skills to gain confidence in the embalming room, particularly when working on major trauma cases. Michelle shared many of her personal experiences, including mistakes and how overcoming them helped shape her expertise.

Michelle provided step-by-step guidance on disinfecting, preserving, and restoring tissues affected by trauma, severe burns, and decomposition and demonstrated innovative postmortem surgical techniques aimed at open casket viewing, including bone and soft tissue repair. She also shared new methods for soft tissue wound treatment before waxing, as well as silicone waxing applications and advanced airbrush cosmetic tips.

She also shared techniques for treating difficult cases including clearing discoloration from fingernails, hands, and arms, repairing bone structures using methods such as Plaster of Paris and coffee filters for cranial reconstruction, and soft tissue wound management and preparation prior to waxing. She stressed the importance of obtaining proper legal authorizations for reconstructive procedures and using sensitive, family-oriented vocabulary to use during discussions about arrangements for trauma cases.

WilbertEDU Upcoming Sessions

02.06.2025 | Spot the Con: Training to Identify and Prevent Scams in the Funeral Industry with Jessica Hamlin

The webinar offers a deep dive into common fraudulent schemes targeting the funeral industry, practical strategies to prevent exploitation, and techniques for educating clients. By equipping professionals with these tools, "Spot the Con" aims to safeguard families from financial and emotional harm.

02.20.2025 | Families Gone Wild: Diffusing Conflict in the Arrangement Room with Jason Troyer

This webinar explores the rising conflicts among families and funeral directors over service options, costs, and more. Dr. Troyer shares real-life examples, examines psychological roots of family behaviors, and offers practical, therapy-based strategies to quickly defuse conflicts during arrangement conferences.

03.06.2025 | How to Get More Calls in 2025 with Welton Hong

Learn how to thrive in the evolving deathcare industry with expert tips from Welton Hong. Discover how to boost calls through effective digital marketing, dominate local search, generate five-star reviews, and attract more preneed business. Gain actionable insights to stay ahead of the competition.

03.20.2025 | Innovating Tradition: AI Applications in the Funeral and Death Care Industry with Antonio Green

Antonio Green returns to the WilbertEDU stage to share how AI is revolutionizing the funeral and death care industry, blending cutting-edge technology with the timeless values of compassion and care. This session is designed to help funeral professionals enhance their efficiency, elevate the client experience, and drive business growth—all while honoring the personal connections that define the industry.

Download this handy flier to share with your customers!

[WilbertEDU Sessions First Quarter 2025](#)

Convention Calendar

Wilbert Sales Meeting 2025

Monday, February 3-5, 2025
Grand Beach Hotel Miami Beach, 4835 Collins Ave.
Miami Beach, FL 33140

WMA Midterm Meeting

Sunday, April 6-9, 2025
Kiawah Island, SC
www.wilbertwma.com

ICCFA

Wed, April 30 - May 3, 2025
Mandalay Bay Resort and Casino
3950 S. Las Vegas Blvd., Las Vegas, NV
Annual Convention & Exposition - ICCFA

NFDMA

Saturday, July 5-9, 2025
TBD, Secaucus, New Jersey
www.nfdma.com

WMA Annual Meeting

Sunday, September 21-24, 2025
Beaver Creek, CO
www.wilbertwma.com

CANA Annual Convention

Wednesday, August 6-8, 2025
Arizona Biltmore, 2400 E. Missouri Ave.
Phoenix, AZ 85016
www.cremationassociation.org

NFDA

Sunday, October 26-29, 2025
Chicago, IL
www.nfda.org

Catholic Cemetery Conference Convention & Exposition

TBD

Commemorating First Responder Deputy Sheriff Jesus Vargas



Angleton, TX- Deputy Vargas and his partner approached a subject and the suspect fired at deputies from his vehicle. Deputy Vargas was shot and transported to the Ben Taub Hospital. Deputy Vargas succumbed to his wounds on Wednesday, January 15, 2025. He was 41 years old.

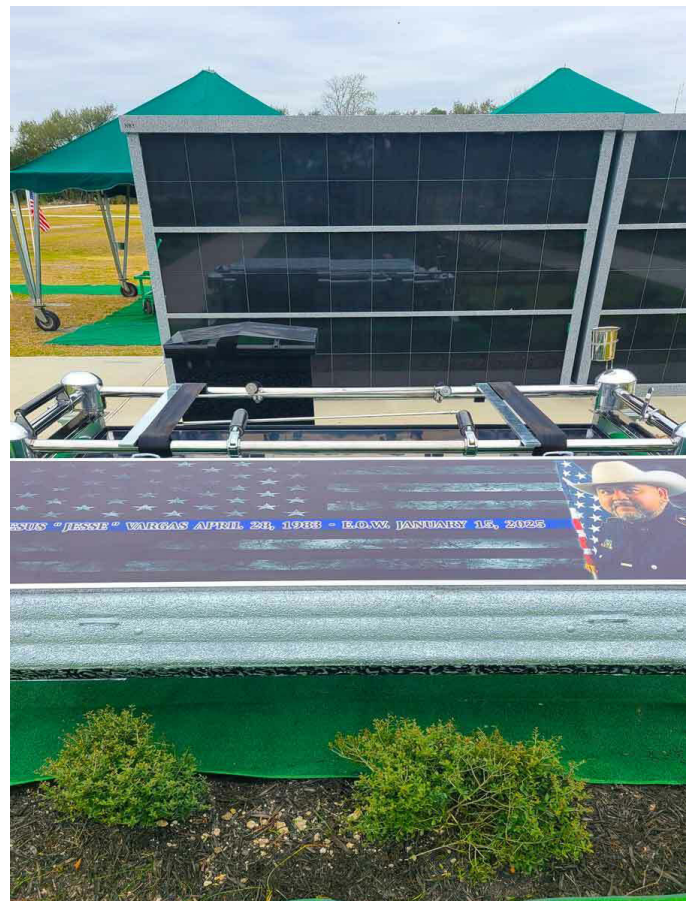


The suspect, who was a repeat violent offender, fled the scene. When a U.S. Marshals Service canine located the suspect hiding in a dumpster, the suspect fired multiple shots at the K9. A responding officer returned fire, killing the suspect. The canine suffered two bullet wounds to the neck and nose and is in stable condition.

Deputy Vargas served with the Brazoria County Sheriff's Office for 17 years. He also served with the United States Marshal's Gulf Coast Violent Offenders Task Force. He is survived by his wife and three children.

Services were entrusted to South Park Funeral Home, Pearland, TX.

Wilbert Vaults of Houston, LLC, Houston, TX was honored to provide the family with a Stainless Steel Triune® burial vault, a custom Treasured Tribute, and a graveside service with full Firefighter Honors.



Commemorating First Responder Captain Donald Dallenbach



Hendersonville, TN – Captain passed away on January 12, 2025, after succumbing to occupational cancer.

He was 58 years old.

A proud 32-year member of the Hendersonville Fire Department, Don served as a Captain on C Shift at Station 5, where he was admired for his courage and commitment to the community. His legacy will continue to inspire future generations of firefighters who follow in his footsteps.

He is survived by his wife and children.

Services were entrusted to Sumner Funeral & Cremation Lakeside, Hendersonville, TN.

Nashville Wilbert Burial Vault, Nashville, TN was honored to provide the family with a Stainless Steel Triune® burial vault, a custom Treasured Tribute, and a graveside service with full Firefighter Honors.



Commemorating First Responder Firefighter Marcelo Garcia



HOUSTON, TX – Firefighters were at the scene of a commercial structure fire. At approximately 11:05 p.m. a mayday was transmitted for a wall collapse. Firefighter Marcelo Garcia and another firefighter were immediately rescued and transported to the Memorial Hermann-Texas Medical Center.



Firefighter Garcia passed away from the injuries he sustained in the collapse on Wednesday, November 6, 2024. The other firefighter has since been released.

He proudly served at Houston Fire Station 23, in the heart of the neighborhood where he grew up. For Marcelo, it wasn't just a job — it was a calling.

It was determined the fire was deliberately set and a suspect was charged with first-degree arson in connection with the death of Marcelo.

He is survived by his parents, sister, and numerous family members. Services were entrusted to Forest Park Lawndale Funeral Home, Houston, TX.

Wilbert Vaults of Houston, LLC, Houston, TX was honored to provide the family with a Stainless Steel Triune® burial vault, a custom Treasured Tribute and a graveside service.

