

eNews

A monthly news update for the Wilbert Licensee Network

november.12



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WilbertDirect Is Here!

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upcoming events

January 24-27, 2013

National Sales Meeting

Renaissance Chicago, Chicago, IL

March 19-21, 2013

District Meetings for 1, 2 & 3

Syracuse, NY

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

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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.

NFDA and WFSI Rev Their Motors in Charlotte

Charlotte, NC was the setting for the National Funeral Directors Association's (NFDA) International Convention and Expo, held October 7-10. Almost 3,900 funeral professionals and 387 exhibiting companies were on hand for the show at the Charlotte Convention Center.

The Wilbert Funeral Services booth was one of the hot spots at the show. With a theme of Interactive Tools to Help Build Your Business, booth visitors were shown the benefits of using each of Wilbert's new educational tools: Display Animation, Personalized Commemoration Brochures, Wilbert Videos and Wilbert.com.

Almost 50 Wilbert Licensees from across the country manned the exhibit booth, showing customers each of the Interactive Tools stations.

The Display Animation section featured a slat wall with a D.A. unit and various minis that would be found in a viewing room. Funeral professionals were shown how Display Animation can



enhance their customers' experience in buying a burial vault and in educating them on the different options available.

The value of offering families cremation packages was demonstrated at the personalized Commemorations Brochure display. This new Wilbert program enables each Funeral Home to have its own custom brochure featuring cremation packages of their own choosing. Package descriptions and price lists are individually designed by each Funeral Home and the brochure is built exclusively for them.



Another stop for visitors was the Wilbert Videos station. Guests were shown various videos that are available to download at no charge to their own websites.

Finally, the new Wilbert.com was given a sneak preview at the show. As the linchpin for all the other Interactive Tools, Wilbert.com will give funeral professionals a one-stop-shop for all their interactive needs. There, they will be able to find detailed information on each of the Interactive Tools as well as sign up for the new Funeral Locator feature (see accompanying story on page 4).



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Wilbert's 1st Responders program was represented with a SST[®] Triune[®] urn vault with a Wilbert Legacy Series[™] Fireman Print carapace and an engraved Arlington urn. This display doubled as our cremation graveside services display, including a Simplicity Lowering Device with a memory table featuring flowers, a fireman photo and helmet. Also on display on one of the slat walls were various Wilbert cremation urns and jewelry.

A Display Animation unit was given a prime spot in the Sponsors' Showcase in the main registration hall. WFSI also participated in a special section at the entrance to the convention hall that paid tribute to veterans. Wilbert's display included a white Wilbert Tribute[®] cover with a Wilbert Legacy Custom Series[™] carapace, a Veteran Triune Urn Vault and cover, various engraved cremation urns and Heroes of the Sky and Soldiers of Valor prints. To tie this together with our booth, the same carapace was used on the SST Triune in our booth.



In addition to their hard work at the booth, our Licensees also brought in 87 funeral professionals through the free expo-only passes. That number was the largest among the mid-booth exhibitors at the show. Nice going Licensees!

NFDA Innovation Award Update

Sometimes you win, sometimes you lose. But sometimes you can actually do both – and that's exactly what happened in regards to the NFDA Innovation Award for Wilbert Display Animation.

While Wilbert did not get the Innovation Award (it went to the ASD Mobile app), we got PLENTY of recognition both at the NFDA show, on the NFDA website, throughout industry publications, and through all of our collective efforts to spread the word to our customers.



At the NFDA convention opening session, Mark Klingenberger joined the other four finalists on stage in front of over 1,000 funeral professionals where Wilbert Display Animation was recognized as one of the industry's top innovations.

This recognition extended into the expo where a floor sticker was positioned in front of our booth.

We had several mentions in the show program, visibility on NFDA's website and in *The Director* magazine.

And last but certainly not least was the great exposure, publicity and perhaps even doors of opportunity opened to you as a Wilbert Licensee through your local efforts to "get out the vote" with your customers. Even though we fell short of getting enough votes to snare the top honor, there is significant value in approaching your customers with a product that has been validated as an innovative tool by their peers and a major industry trade group.



You can continue to cite this implicit stamp of approval as you work to get Display Animation into all your customers' selection rooms.

New Feature on New Wilbert Website: Find a Funeral Home

Sneak-Previewed at NFDA Show

Our new website is just around the corner (stay tuned to eNews for details) but knowing that we had one of the largest gatherings of funeral professionals at the NFDA expo, we decided it would be the opportune time to introduce them to our new website feature called "Find a Funeral Home".

Working much like "locators" that you see on national chain websites, Find a Funeral Home allows consumers to enter information such as zip, city and/or state and see a list of Funeral Homes who are registered in our database. Information including their name, address, phone, and if desired a primary contact and email, will be displayed along with a link to their website.

This will be another way for Funeral Professionals to be found by the many consumers who visit the Wilbert Funeral Services website. On average, 43% of visitors to our website identify themselves as consumers – approximately 850 each month. As we further concentrate on increasing traffic to our website, these numbers can increase, making it very beneficial for funeral homes to be listed in our directory. And at no cost to them.

The response during the NFDA show was excellent, with 450 Funeral Homes registering their business for our Find a Funeral Home database.

As we get closer to launching our website, we will be encouraging you to get your funeral home and cemetery customers signed up so that they too can increase their reach and be found by more families.

To add some fun and "buzz" on the trade show floor, everyone who registered their funeral home on our new Funeral Home Finder received a flashing blue button that said "Registered Funeral Pro". With the 450 who registered plus others who managed to grab a button just because it was fun, the trade show floor had almost 1,000 people walking around with Wilbert flashing blue buttons!

Everyone who registered was also entered into a drawing for a MAGLITE® which was engraved with the Commemorating First Responders logo and the Wilbert website (engraved in our own WFSI Engraving Center). This was a very well-received promotion that not only helped build registrations but also was a great branding initiative.

Thanks to all of our Licensees who worked the booth throughout the show and went to bat in getting customers signed up!



Top: Sean Sweetman, Sax-Tiedemann Funeral Home, Franklin Park, IL receives a MAGLITE from Mark Klingenberger

Bottom: Debra Loving, Loving Funeral Home, Portsmouth, VA receives a MAGLITE from Mike Beenblossom, American-Wilbert

Hear From PEERS

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. 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!

Display Animation Spreadsheet Gives Accurate Measurement of Unit's Effectiveness

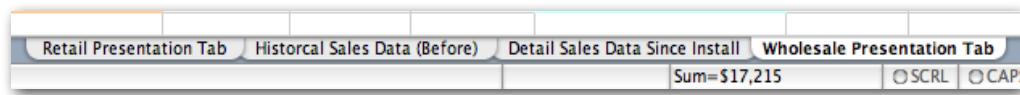
Tracking Sales Data and Amount of Plays Will Show Display Animation's Current and Historical Results

By Ken Moore, Vice President, Sales & Marketing, Suhor Industries, Inc.

With Wilbert Display Animation being used by more and more of our customers every day, a streamlined method to measure the amount of plays per unit and compare sales history has become a necessary tool to gauge the success of the product. At the WFSI Training camp in July and August, I presented a modified spreadsheet, similar to one Mark Klingenberg had previously provided. The modified presentation allows us to record and compare data from a Display Animation machine and see specific results from each unit.

We track and use this information to: validate that it made sense to install video animation at that particular funeral home, inform the individual funeral home of the unit's success, and also relate to other customers and potential customers how much more sales can be generated by using Display Animation in their business.

The spreadsheet is divided into four tabs: Retail Presentation; Historical Sales Data (Before); Detail Sales Data since Install (After), and Wholesale Presentation. Each tab gives a detailed look at a specific area. Looking at all four areas will give an overall measurement of success.



The Retail Presentation tab includes before and after photos of the display wall, the name of the funeral home and whether the machine being measured is a one or two-button unit. This tab represents the detail that we share with the Funeral Home after populating the spreadsheet with all the necessary data. The tab also

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This modified Display Animation Spreadsheet will give an overall measurement of success.

Hear From PEERS

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has columns to record dates and number of plays. Approximately every 90 days, we visit the funeral home and capture the number of plays that each two-button machine has been played along with the date the measurement was taken. The number of plays is captured on the SD card on the two-button units. By removing the SD card and inserting it into a computer or SD reader or SD reader adapter plugged into a USB port, the plays will display.

Our team member then records the cumulative number of plays listed onto the spreadsheet. From the dates and plays, an average number of plays per day will be calculated and over time we are able to tell if the video animation machine is being used or not.

Previous Sales Mix		Units	%
Unit			
Wilbert Bronze		0	0.00%
Bronze Triune		0	0.00%
Copper Triune		0	0.00%
Stainless Steel		2	1.98%
Tribute		0	0.00%
Venetian		3	2.97%
Citadel		0	0.00%
Continental		10	9.90%
Salute		0	0.00%
Monticello		47	46.53%
Monarch		35	34.65%
Grave Box		4	3.96%
Total		101	0.00%
Triune & Above		1.98%	
Citadel & Above		4.95%	
Lined Product		61.39%	
Unlined Products		38.61%	

There is also a column for Months and Years of Previous One Year's Sales. These dates should represent four full quarters of sales history prior to installing video animation. Another column features information on the Months/Years of the Video Animation Unit Installed through dates of Actual Sales Data. The last column, Price, allows us to enter retail prices that are appropriate for the funeral home being sold to.

In the Historical Sales Data (Before) tab, users can select a quarter or year that represents either the first four quarters before the install or the year(s) before. There is also a Historical Sales Data column in which users enter the appropriate quantity sold to this customer of each item for each quarter.

The third tab, which records Detailed Sales Data since Install, enables users to select quarters or year(s) results since the unit was activated. Another column, "After" Sales Data, allows users to enter the appropriate quantity sold to this customer of each item for each quarter.

Finally, in the fourth tab, called the Wholesale Presentation Tab, users enter the current wholesale prices that are appropriate for the funeral home being sold to. It doesn't matter if the price changes during this historical review, and our team does not update prices as they change.

By recording these sales measurements in the spreadsheet, our team now has hard statistical analysis to show their customers that Display Animation is a proven sales generator that has a positive effect on their business and shows exactly how much additional revenue the FH captured due to Display Animation.

New Sales Mix		Changes	
Unit	Units	%	
Wilbert Bronze	0	0.00%	0.00%
Bronze Triune	1	1.37%	1.37%
Copper Triune	1	1.37%	1.37%
Stainless Steel	7	9.59%	7.61%
Tribute	0	0.00%	0.00%
Venetian	2	2.74%	-0.23%
Citadel	0	0.00%	0.00%
Continental	2	2.74%	-7.16%
Salute	5	6.85%	6.85%
Monticello	36	49.32%	2.78%
Monarch	18	24.66%	-10.00%
Grave Box	1	1.37%	-2.59%
Total	73		
Triune & Above		12.33%	10.35%
Citadel & Above		15.07%	10.12%
Lined Product		73.97%	12.59%
Unlined Products		26.03%	-12.59%

Field Service Tip of Month: Making Good Concrete for Wilbert Burial Vaults

By The Field Service Team

Recently, the testing lab at Wilbert Funeral Services has been recording a lot of concrete compressive strength failures. The most frequent incidence of those failures involves concrete produced in ready mix trucks but there are a significant number coming from plants that have in-plant mixers. The purposes of this article are to explain the Wilbert specifications and how they differ from ASTM specifications, and to supply information that will result in concrete strengths that meet and exceed Wilbert's standards.

ASTM standards for concrete strength require that test cylinders be prepared in a certain way and, after a day of curing, be placed in an ideal curing environment until testing. ASTM also requires the samples be either 4 inches in diameter by 8 inches long, or 6 inches in diameter by 12 inches long.

Wilbert's standards require that the samples be prepared in a certain way, and that they be cured in the same environment as the burial vaults for several days. The samples are 3

inches in diameter and 6 inches long. Wilbert's standards are higher, and more demanding than ASTM standards.

This means that if you order ready mix in a 5,000 PSI batch design it may pass ASTM testing and fail Wilbert's testing. The difference is something the ready mix producers need to understand or they won't deliver the quality of concrete that you require.

The difference is, ASTM tests measure the theoretical strengths if the curing environment is nearly perfect. Wilbert tests measure the strength of the actual product, cured in the real-world environment. Wilbert burial vaults have thin walls. The smaller test cylinder used by Wilbert is appropriate for a thin wall structure where there are fewer particles of aggregate in the cross-section of the concrete.

Wilbert standards require a minimum of 650 pounds of cement per cubic yard if chemical water reducers are used in the batch and 700 pounds per cubic yard if **no** water reducing admixtures are used. Acceptable strength results are very difficult to attain at those cement quantities unless everything else about the batch is tightly controlled. The sand must be well graded and very clean. The coarse aggregate must be hard material, also well graded and clean. All aggregate materials should be state highway department approved and meet ASTM standards. Sand should have a fineness modulus of 2.5 to 2.9. Large aggregate should be $\frac{3}{8}$ pea gravel (9.5 mm) or $\frac{1}{2}$ inch crushed stone (12.7 mm). In some regions, only gravel of mixed sizes (gap graded) is available. That is permissible as long as it is state highway department approved as concrete aggregate and the maximum size particles meet Wilbert specifications. The water-to-cement ratio must be very accurate and the water carried into the mix with the aggregate must be accounted for as part of the mix water.

To be safe, most Wilbert manufacturers need to be more generous with the cement. We would recommend that plants using chemical admixtures use a minimum of 700 pounds of cement. 725 pounds would be even better. Without water reducing admixtures, 750 to 775 pounds would be a safe amount. In no case would we recommend using more than 825 pounds of cement per cubic yard. Excess cement can attain high early strengths and then cause a decline in strengths over an extended time period. Besides, it is a waste of money. Depending on the soil chemistry in your location you might need type I, type II, or a blend of types I and II cement. Type II cement makes the concrete resistant to higher soil salinity contents and your regional cement company knows what is best for your location. There are some extreme salinity locations that might require type V cement, such as the Salt Lake City, UT area. Type III cement might be of value if you are approved for a 7 day storage variance by Wilbert because it attains strengths earlier than type I or type II.

No batch design can be judged as adequate without testing. A nearby concrete laboratory needs to be identified and any changes to your formula need to be verified. Always provide test cylinders in groups of three for each testing interval (7, 14 or 28 days). It is a good idea to require local lab results of 5,500 psi or more using Wilbert's preparation and curing standards to be sure you are always meeting Wilbert's specifications.

Your batch plant scales need to be calibrated periodically to be sure they are working accurately throughout the ranges of weights that you are measuring in various size batches. Better than two percent accuracy is easily attainable in a properly maintained batching system. Five percent inaccuracy could cause a 35 pound error in cement content per cubic yard, which



Top: Ready Mix Truck, Bottom: Batcher and Mixer

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is unacceptable. Another issue that we frequently observe is that the batch scales are not zeroed out prior to each batch. If the cement is the first thing you weigh, and the weighing hopper has 50 pounds of material that are stuck in it, you're operator might not notice and produce a batch that is 50 pounds short of cement. That's quite a large error.

Another issue we see is leaky water dispensing systems that don't dispense the measured amount of water into the mixer. We can't stress the importance of accurate mix water control enough. It can make or break an otherwise good mix design. We frequently see a ready mix truck operator ruin a perfectly good batch by adding a large amount of water after he arrives at your location.

The chart below is a good starting point for producing excellent concrete. Remember; always have new batch designs tested by a state certified lab, or by Wilbert. Apply chemical admixtures with the expert guidance of the admixture company's technical representative. AND Test, Test, Test!

Concrete Batch Formula in POUNDS

Assuming Concrete Weight of 145 Pounds per Cubic Foot

Target Strength - 5,500 PSI or More/Minimum Strength - 5,000 PSI

No Admixtures

	Cu. Meter	3/4 Cu. Meter	4/10 Cu. Meter	1/3 Cu. Meter	
Cement	750	563	300	250	
Water	315	236	126	105	
Sand	1430	1073	572	477	
Stone	1420	1065	568	473	
Total	3915	2936	1566	1305	

Water to Cement Ratio = 0.42

Water-US gal	38	28	15	13	
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High Range Water Reducers or SCC Admixture

Cement	725	544	290	242	
Water	250	188	100	83	
Sand	1525	1144	610	508	
Stone	1415	1061	566	472	
Total	3915	2936	1566	1305	

Water to Cement Ratio = 0.34

Water-US gal	30	23	12	10	
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Concrete Batch Formula in KILOGRAMS (For Metric Measurers)

Assuming Concrete Weight of 257.1 Kg per 1/10 Cubic Meter

Target Strength - 38 MPa or More/Minimum Strength - 35 MPa

No Admixtures

	Cu. Meter	3/4 Cu. Meter	4/10 Cu. Meter	1/3 Cu. Meter	1/4 Cu. Meter
Cement	441	331	176	147	110
Water	185	139	74	62	46
Sand	975	731	390	325	244
Stone	970	728	388	323	243
Total	2571	1928	1028	857	643

Water to Cement Ratio = 0.42

Water-Liters	185	139	74	62	46
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High Range Water Reducers or SCC Admixture

Cement	426	320	170	141	107
Water	145	109	58	48	36
Sand	1025	769	410	338	256
Stone	975	731	390	322	244
Total	2571	1928	1028	848	643

Water to Cement Ratio = 0.34

Water-Liters	145	109	58	48	36
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To be continued.....
Concrete Slump
Suggestions next month!



WilbertDirect Is Here!

WFSI's new ecommerce website www.wilbertdirect.com is now live!

WilbertDirect provides online ordering of cremation products for both Licensees and Funeral Professionals. The primary goal is to drive greater sales of urns, mementos, keepsakes, jewelry and other accessory items while enhancing service with 24/7 access.

At the WMA Annual Meeting, Licensees were given a demonstration of WilbertDirect and an opportunity to sign in and begin using the website. Orders are now being taken!

A group of Licensees who have volunteered to test WilbertDirect with their customers are going through registration and activation now. Once we have experience in the process, we will help the remainder of the Licensee network roll out WilbertDirect in their territories.

If you need assistance accessing the website or have any questions, contact Kat Williams, Project Lead, at kwilliams@suhor.com or 913-345-2120.

A Tour of Wilbert Plastics

During the NFDA Expo, Wilbert Plastics' Belmont, NC facility opened their doors to us for a special tour of their facilities. Craig Moody, VP of Operations and Al Monda, Plant Manager welcomed us to Wilbert Plastics with a presentation on their manufacturing capabilities, serving numerous industries from automotive to aerospace to medical devices.

After some Q&A, the group was brought through the manufacturing area to watch close-up how the Wilbert burial vault liners are fabricated, from flat sheets through a thermoforming process and final trimming.

Licensees were impressed by the process and diligent attention to quality

control which is rigorously followed from start to finish.

Greg Botner, CEO of Wilbert Plastics, wrapped up the tour by greeting everyone personally and speaking to the group. Greg stressed the importance of Wilbert's business and the commitment of the entire Wilbert Plastics team to produce consistently high-quality product.

Afterwards, it was back on the bus to return to the NFDA show for another busy day at the booth!

Sincere thanks go to everyone at Wilbert Plastics who carved out their time for us and made us feel welcome!



Holiday Gifts

If you are looking for a holiday gift idea for your customers this Christmas, consider making a contribution on their behalf to the Wilbert Foundation. In return for your donation, we will print thank you cards acknowledging your gift which can be sent to each of your customers. An example of the verbiage appearing inside the card is:

The holiday season is a time to help those less fortunate and in need of assistance. We are pleased to inform you that {Your Company Name} is helping grieving children by making a donation to the Wilbert Foundation in honor of you and your staff at {Customer Name}.

The Wilbert Foundation is the leading advocate for children's grief. Since 2002, hundreds of thousands of children and their families have received comfort and guidance from pediatric chaplains. Eighty-eight children's hospitals throughout North America have been the beneficiary of a Wilbert grant.

Through donations and support, the Wilbert Foundation can continue its heartfelt mission dedicated to children. On behalf of the foundation, especially the many children and families that our program has touched, we wish you the happiest of holidays.

To place an order or ask additional questions, please contact Audrey Daras at ext. 112.



WILBERT
FOUNDATION

New Water Based Paint

Wilbert is going green with the introduction of the new water based acrylic vault coatings. Our new water based line will continue to give you a quality appearance without sacrificing the environment. With low VOC's of less than 100 grams per liter our new 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. All water based products must be kept from freezing.

The following water based acrylic vault coatings are now available:

Product #	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.

The bookkeeping responsibilities for the Wilbert Foundation are being done by Donna O'Bryan. Checks made payable to the Wilbert Foundation should be sent to her at the following address:

Donna O'Bryan
RFF Properties
P.O. Box 226
Hagerstown, MD 21741

Donna's email address and phone number are:

donna@rffproperties.com
Office: 301-790-0002

Inside Sales Corner

Updated Quick Order Forms

Quick order forms have been updated to include new items and delete discontinued ones. Please take a moment and download the latest forms listed below from the [Extranet](#).

Form N Liner Load
Form D Cremation Urn Vault Materials
Form H Emblems/Spray Pks/ Glitter/& Misc. Whse. Materials

Form J Photo's & Brochures
Form L Jewelry Form
Form K Urns

It would be greatly appreciated if you would download the updated Liner Load Order Form for your plant managers. WFSI is still receiving forms which are 3-5 years old, and your plant managers are writing in items that are printed on the updated form. Your help in this matter would be appreciated and will also speed up the time in getting your order into our computer system. Thanks.

If an item is not listed on the Liner Load Form that means it will need to be transferred. Please **DO NOT** write these items on the Liner Load Form. Please fax a separate sheet of paper listing the items you would like transferred and also make sure your City and State is listed on top of paper too. Thanks.

New products have been listed on the Liner Load Order Form; all new water base acrylic products are on page 9.

Fire Sale

Cat No#	Description	2012 Price	Quantity	Sale Price
J600	CONT. NAMEPLATE MOLD SQUARE FOR FLAT TOP VAULT	27.08	2	19.00
J601	CONT. NAMEPLATE MOLD SCROLL FOR ROUND TOP VAULT	27.08	45	19.00
T730	BRONZE STAR OF DAVID EMBLEM	19.14	5	9.00
R730	COPPER STAR OF DAVID EMBLEM	19.68	10	9.00
S730	SST® STAR OF DAVID EMBLEM	17.04	18	9.00
J595F	VENETIAN® STAR OF DAVID EMBLEM (10)	11.82	24	7.50
J595G	VENETIAN SHRINER EMBLEM (10)	11.82	4	7.50
J595H	VENETIAN MASONIC EMBELM (10)	11.82	5	7.50
J595J	VENETIAN V.F.W. EMBLEM (10)	11.82	5	7.50
J595K	VENETIAN EASTERN STAR EMBLEM (10)	11.82	15	7.50
H600	MODERN HANDLE (500)	91.74	5	64.00
M05H	MODIFIED BW10 HANDLE/MONARCH® (500)	116.82	12	75.00
J153B	DRUM W.B. BRONZING LIQUID - ALKYD	828.00	6	675.00
H3000B	PAIL ADMIXTURE - SCC	105.00	34	75.00
J337	BINKS ONE QUART CUP	15.00	4	7.50
J337A	BINKS GASKET	6.00	63	3.00
N610B	BRONZE URN VAULT WHEAT EMBLEM	8.10	16	2.00
N610C	COPPER URN VAULT WHEAT EMBLEM	8.10	47	2.00
N610S	SST URN VAULT WHEAT EMBLEM	8.10	3	2.00
P345M	MEMENTO - SALUTE® URN	60.00	1	5.00
CT101381	CONTINENTAL® FIXTURE POURING ASSEMBLY w/o NAMEPLATE*	825.00	1	500.00
E13030	MONARCH COVER MOLD w/ CAST IN PLACE SEAL - UNDERSIZED*	2450.00	1	1500.00
E12730	MONT/CONT DOME & FRAME ONLY 30" UNDERSIZED*	1118.75	1	625.00
E22530	MONARCH BASE TAPERED INNERCORE ONLY UNDERSIZED*	2620.00	2	1500.00
F12530	GRAVEBOX DOME & FRAME ONLY UNDERSIZED*	960.00	1	500.00
K795L	COVER TURNING DEVICE COVER ONLY*	750.00	1	250.00
T21030	TRIUNE® CARAPACE POURING JIG*	588.00	5	300.00

* Above shop items - please call Jorge Luna for details at ext. 165.

WFSI Delivery Dates

Holiday Schedule and Physical Inventory Dates for November and December 2012

To All Licensees:

As we approach the end of 2012 and the holidays of the fourth quarter, WFSI wishes to remind you to be aware of the holiday schedule during November and December of 2012. WFSI will also take a physical inventory at the end of November 2012. 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 2012 Holiday Schedule

	Closed for Thanksgiving Holiday
Broadview	Nov. 22 & 23 (Thursday and Friday)
White Bear Lake	Nov. 22 & 23 (Thursday and Friday)
Belmont	Nov. 22 & 23 (Thursday and Friday)

November 2012 Physical Inventory

WFSI will be taking a physical inventory at the end of November 2012. The three locations will be closed on the following days:

	Closed for Inventory Purposes
Broadview	Nov. 30 (Friday)*
White Bear Lake	Nov. 30 (Friday)
Belmont	Nov. 30 (Friday)

* On November 30, 2012, only UPS Next Day Air shipments will be made from Broadview.

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

December 2012 Christmas Holiday Schedule

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

* On December 24, 2012, 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 Friday, December 21, 2012 for UPS Next Day Air Only. NOTE: No UPS Ground shipments can be made on Monday, December 24, 2012. UPS ground shipments will effectively be unavailable from the close of business on December 21, 2012 until the morning of December 26, 2012. LTL shipments may be limited on December 24, 2012 as well.

January 2013 New Year Holiday Schedule

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

* On December 31, 2012, 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 Friday, December 28, 2012 for UPS Next Day Air Only. NOTE: No UPS Ground shipments can be made on Monday, December 31, 2012. UPS ground shipments will effectively be unavailable from the close of business on December 28, 2012 until the morning of January 2, 2013. LTL shipments may be limited on December 31, 2012 as well.

Please plan your order and delivery schedule for the end of 2012 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, Executive Vice President, Operations.

2013 National Sales Meeting

The 2013 National Sales Meeting will return to Chicago in January – a perfect time to experience Chicago's character! The meeting dates are January 24-27 and the host hotel will be the *Renaissance Chicago Hotel* – an excellent venue that has received extremely positive feedback from past attendees. The room rate is \$139 which includes internet. When booking your room, be sure to mention that you are with the Wilbert Funeral Services group. If you are booking online, enter **WNSWNSA** in the Group Code section to get the Wilbert room block rate.

On Thursday, January 24th WFSI will be hosting a Welcome Reception at the *Mid-America Club of Chicago*. Located on the 80th floor of the Aon Center, the club features stunning views of Downtown Chicago. We look forward to welcoming you back to Chicago this January!

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, tapes and safety items
Phone: Toll Free Nationwide number
routes to the closest RS Hughes office:
877-774-8443
Email: wfsiorderalert@rshughes.com
places orders directly with RS Hughes
Customer Service
Website: Online ordering at
<http://www.rshughes.com>



OfficeMax

Office supplies
Phone: Scott Fee 630-728-8011
Email: scottfee@officemax.com

Airgas.

You'll find it with us."

Airgas
Welding supplies, gases and safety
products
Phone: Lisa Locke 800-558-8900



PRECIOUS METAL REFINING SERVICES, INC.

Progressive Environmental Services
Industrial refinement, metal recovery
Phone: Bob Curran 800-323-9785
ext. 8811

Warehouse Rack & Shelf, LLC

Warehouse Rack & Shelf
Vault Storage Racks, Pallet Racks
Phone: Sheri Ostmann 314-550-8841
Email: sheri@rackandshelf.com



Grainger

Industrial Supplies
Phone: Marc Patno 847-753-5348
Email: marc.patno@grainger.com



Fort Dearborn Supply

Painting Supplies, Janitorial Supplies
Phone: Gina Westfall 888-919-6010

Church & Chapel Metal Arts, Inc.

Church & Chapel Metal Arts, Inc.
PA Systems, Registers, Church Trucks
Phone: Customer Service 800-992-1234



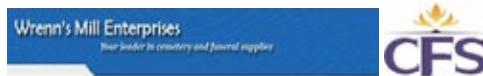
Kadco Products, Inc.

Admixtures
Phone: Steve Dick 847-828-8008



Fabpro Oriented Polymers, Inc.

Synthetic Fibers
Phone: Peggy Lawrence 800-821-4391



Wrenn's Mill – Cemetery Funeral Supply

Cemetery Equipment
Phone: Paula Manson 866-376-3400



Fleetmatics

Global Positioning System
Phone: Mike Fucile 727-584-4001
Email: Mike.Fucile@Fleetmatics.com



Webtech Wireless

Global Positioning System
Phone: Cam Yeow 604-628-5196
Email: cam.yeow@webtechwireless.com



NAPA

Automotive Supplies
Phone: Darin Dullum 630-416-2938
Email: Darin_Dullum@genpt.com



Romix

Release Agents & Cement Dissolvers
Phone: Hoben Walker 800-331-2243
Email: hoben@romixchem.com



Michelin

Tires
Phone: Quentin Holy 913-636-5552
Email: Quentin.holy@us.michelin.com



SHERWIN-WILLIAMS.

Sherwin-Williams

Paint
Phone: Brian Benson 303-886-2257
Email: brian.benson@sherwin.com



UniFirst Corporation

Uniforms
Phone: Alex Toledo 800-225-3364

Convention News

The 63rd Annual Catholic Cemetery Conference Convention & Expo was held Sept. 24-28 in Washington, D.C. Wilbert Funeral Services was one of the 82 exhibitors at the conference, which was also attended by approximately 103 CCC members. The members are staff from Catholic Cemeteries from throughout the United States and Canada.

The WFSI display included a demonstration of Display Animation and how its use in a display room will enhance a customer's experience and educate them in selecting a burial vault. Also on display were educational videos on the value of a committal service, why families choose a burial vault and selecting a burial vault that can be downloaded to a funeral home website.

Visitors to the WFSI display were also told about Wilbert's First Responders program and shown brochures featuring the Wilbert Simplicity lowering device and mausoleum trays that would be of use in their cemeteries.

Directory Changes

Barb Malone recently sent out a request for directory changes and the response has been wonderful. Thanks to those who have already responded and to others "keep those changes coming" to bmalone@wilbertonline.com.

Wilbert, the Wilbert script logo, "Commemorating Life with Respect", SST, Triune, Wilbert Legacy Series, Simplicity, Wilbert Tribute, Wilbert Legacy Custom Series, Wilbert Foundation, Cameo Rose, Venetian, Salute, and Strentex, Monarch, and Continental are trademarks, service marks or registered trademarks of Wilbert Funeral Services, Inc.

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GPO Spotlight – November, 2012

This month's GPO Spotlight centers on Michelin. Michelin 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 msignor@wilbert.com.



Michelin North America operates in the United States, Canada and Mexico with headquarter operations and plants in each country. This demonstrates Michelin's long-term strategy of being close to its customers. Michelin North America is a \$7.25 billion dollar a year company operating 18 plants in 16 locations and employs 22,270 people. It manufactures and sells tires for airplanes, automobiles, farm equipment, heavy duty trucks, motorcycles, bicycles and the space shuttle. Michelin manufactures tires in six states: Alabama, Indiana, Ohio, Oklahoma, North Carolina and South Carolina. In addition, there are three plants in Nova Scotia, Canada and one plant in Queretaro, Mexico. Two plants specialize in the manufacturing of semi-finished goods taking raw materials and turning them into components for the plants that produce tires and one plant strictly produces synthetic rubber. Finished goods are produced in 16 plants, two sites produce retreads for the trucking and one site produces retreads for the aircraft industry.

Tires are such an important part of your driving experience. They keep you connected to the road and respond to how you drive. That's why when it comes to your next tire purchase you should consider much more than just the price tag. Remember to think about things like safety, fuel economy & longevity. When it comes to making such an important decision, you can trust Michelin to provide you with the right tire for all of your driving needs.

Michelin puts the same engineering, production, quality and care into making championship race car tires as we do for everyday tires. Michelin® tires give you confidence to enjoy the road, while helping keep you safe behind the wheel.

Michelin's innovations help preserve natural resources by reducing fuel consumption and reusing end-of-life tires to make new roads, playground surfaces and rail tracks; all of which helps keep the planet safe.

That same commitment for excellence Michelin puts into designing and building tires can be seen in their dealers. They are able to provide outstanding customer service and an extensive knowledge of the Michelin® brand. When it comes to making the right tire purchase, trust Michelin. A Better Way Forward®. Michelin has been providing tires for over 100 years and offers a quality product at a very attractive price.

Wilbert's contact at Michelin is Quentin Holy and can be reached at 913-636-5552 or email: Quentin.holy@us.michelin.com.

Educating families on committal services



The Value of a Committal Service
is the first in a series of videos from
Wilbert designed to help educate
families before they visit the
funeral home

Every funeral professional is in the education business. Families highly value learning about their options and find comfort in services that help them commemorate the lives of their loved ones with respect... and begin the process of healing and reconciliation.

***The Value of a Committal Service – a new video from Wilbert
designed for funeral home websites and viewing in arrangement
rooms*** – does just that. It lends an expert hand in communicating the emotional and spiritual benefits loved ones experience when they choose to hold a committal service.

*To obtain your video, contact your local Wilbert licensee or
call 1-800-323-7188.*



Watch sample video

www.wilbert.hmsbox.com/committalvideo

Wilbert
Commemorating Life with Respect™

Education with the push of a button.



Our results show families
choose better products
when better educated.

Wilbert Display Animation™ educates families on burial vaults...so you can focus on service.

Moving images and text on the display monitor address many common questions families have regarding burial vaults, while creating added visual interest and energy in the often static environment of a selection room.

Plus, with the push of a button, an informative video succinctly guides families towards an educated decision on which burial vault is best for them.

Available from our licensees, the new Wilbert Display Animation helps you help families commemorate life with respect.

To learn more, contact your local Wilbert licensee, or call 1-800-323-7188.



Watch the demo

www.wilbert.hmsbox.com/display

Wilbert®

Commemorating Life with Respect™

Raising the bar in lowering devices



There's a new standard in lowering devices for urn vaults and infant units

Introducing the Wilbert Simplicity.™ An easy-to-use one-piece lowering table that's offering funeral professionals years of service at a surprisingly affordable cost.

Built to the same exacting Wilbert standard that funeral professionals have trusted for more than 80 years, the Wilbert Simplicity is raising the bar in how you help families commemorate their loved ones.

Every detail in the Wilbert Simplicity is designed for dignity and ease of use

- A crank system offers dignified lowering, with no hunching or bending over
- Interchangeable tabletops can accommodate either an urn vault or a Wilbert Loved and Cherished™ infant unit
- Adjustable legs adapt to any environment

For more information



www.wilbert.com/simplicity

800-323-7188

Wilbert

Commemorating Life with Respect™