eNews

A monthly news update for the Wilbert Licensee Network



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upcoming events

April 10-13

ICCFA Annual Convention & Exposition Tampa Convention Center, Tampa, FL

May 19-21

Districts 4, 6 & 7 Meeting

Louisville, KY

June 9-11

District 8, 9 & 10 District Meeting

Minneapolis, MN

Hosted by Brown-Wilbert

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

Spread the Word

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

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



iPrint. 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.





New Metal and Wood Urns to Be Featured on WilbertDirect

Look for new cremation urns coming online to the WilbertDirect site this month. "We are excited about adding new cremation urn products to add to our broad online assortment on WilbertDirect," explained Mike Devaney, WSFI Cremation Merchandising Manager. "This will enhance our line specifically in the metal and wood categories." He added, "We are now able to see better value in the products being sourced directly through Signet Supply. This will only improve our position to price our cremation urns more competitively online for our licensees and funeral professionals alike."

Thanks goes to Don Robinson and Mike Signor in their efforts to bring these new products through the supply chain in order for WSFI to market them on the new WilbertDirect platform.

Some examples of our new products can be seen here. Look at the new complete line of Metal and Wood cremation products as well as some new Cloisonne and Marble urns on *Wilbert.com* and WilbertDirect coming soon.

Pictured top left: Adria, top center; Going Home, top right: Radiance. Center left: P3003, center right; P3005. Bottom left; P3011, and bottom right; P3035.



Marble Urns to be Discontinued and Replaced by New Units

Message from Mike Devaney, WFSI Cremation Merchandising Manager:

In an effort to create better value and quality for our Marble urn collection we have made the decision to discontinue the Marble urns listed below as they are depleted from stock. The Black Onyx urn will be the first to run out of stock within the next two months. All other units should be depleted within the next six months or so.

We are replacing these items with new Marble urns from a different supplier. Both are on the WilbertDirect website for sale at this time. Please direct any questions you may have about this transition to me at 708-681-7617. Thanks for your understanding during this transition.

Existing Urns and Mementos to be Discontinued Upon Depletion from Stock

P5011	Black Onyx Marble Urn
P5012	Champagne Marble Urn
P5013	Teak Marble Urn
P9020	Black Onyx Marble Memento
P9021	Champagne Marble Memento
P9022	Teak Memento

New Replacement Urns and Mementos

New neplacement of its and Mementos		
P5019	Urn - Embrace Ebony Marble	
P5020	Urn - Embrace Gray Marble	
P5022	Urn - Embrace White Marble	
P5021	Urn - Embrace Teak Marble	
P9039	Memento - Embrace Ebony Marble	
P9040	Memento - Embrace Gray Marble	
P9042	Memento - Embrace White Marble	
P9041	Memento - Embrace Teak Marble	



New Wilbert Jewelry Notification





Wilbert Funeral Services, Inc. is happy to announce the addition of two new replacement jewelry items.

The **P640B** Loved & Cherished Pendant™ replaces the old **P640A** Loved & Cherished Pendant.

The **P630B** Heart in Bloom replaces the old **P630A** Cameo Rose[™] pendant.

Due to an entry error the current price list incorrectly lists these items for sale at \$110 each. The correct price to the Licensee for both of these items is \$190 each.

In the past the **P630A** Cameo Rose was sold at \$272 and the new **P630B** Heart in Bloom is being sold at \$190. The new **P630B** is actually smaller in size than the old **P630A** and therefore requires less silver to manufacture. The overall cost of silver has dramatically risen recently so the actual cost per ounce of silver to make this item has gone up.



P630B

In the past the **P640A** Loved & Cherished was sold at \$120 each and the new **P640B** Loved & Cherished is being sold at \$190 each. The size of this new pendant did not change much so the amount of silver required remained the same while the cost of silver per ounce went up. This is why the cost per piece has increased.

Wilbert originally purchased the **P630A** and **P640A** when the silver market was at approximately \$16 per ounce to \$17 per ounce. Recently silver has increased in cost to as high as \$42 per ounce. The new versions of these pendants were purchased when the price of silver was approximately \$32 to \$34 per ounce cost.

ICCFA Convention – Tampa Convention Center April 10-13

The Sales and Marketing Team is busily preparing for the first convention of the season taking place in Tampa this April. ICCFA has another exciting convention planned, not only on the exhibit floor, but with a wide array of key note speakers and educational sessions.

The Expo hours are:

- Wed, April 10: 4-7 p.m.
- Thurs, April 11: 12:30-5:30 p.m.
- Fri, April 12: 11 a.m.-2 p.m.

ICCFA has scheduled several educational tracks, each promising to have something to excite everyone who attends. For more information on the educational sessions, and the Tampa Marriott Waterside Hotel & Marina, check out ICCFA's website www.iccfa.com.



PEERS

A Cop's Dad Honors a Fallen Hero

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!

The Stainless Steel Triune burial vault and custom carapace at the graveside service for Officer Adrian Morris. Chris Wood has a son who is a police officer. So when Chris, of Washington Wilbert Vault Works, Inc., Laurel, MD, heard on the news about a fatal crash involving a Prince George's County police officer, his first thought was to make sure his son was safe. His second thought was the Wilbert Commemorating First Responders Program.

Officer Adrian Morris, 23, of the Prince George's County Police Department was killed August 20, 2012 while in pursuit of a suspect in an attempted robbery at a gas station in Laurel. The police car carrying Officer Morris and his partner, who had non-life threatening injuries, crashed into a guard rail on Interstate 95 and landed in a ditch. Officer Morris died on the scene.

With the help of his son, Chris Wood reached out to Prince George's County Fraternal Order of Police President Vince Canales to offer the services of

the Commemorating First Responders Program to the department and the fallen officer's family. The police department liaison officer worked with Chris and the Donald V. Borgwardt Funeral Home to honor Officer Morris with a customized Wilbert Stainless Steel Triune® burial vault. The cemetery, Lakemont Memorial Gardens in Davidsonville, MD, held a full WilbertWay® graveside service.

The importance of the Commemorating First Responders Program in providing support and honoring the service of those killed in the line of duty is not lost on Chris. Even before his son became a police officer, Chris was instrumental in the development of the Commemorating First Responders Program, brainstorming with WFSI President Dennis Welzenbach and WFSI Executive Vice President Terry Whitlock on ways the company could do more to honor fallen first responders.

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PEERS

...continued from page 4



Chris Wood of Washington Wilbert Vault Works, Inc., Laurel, MD, accepts a Certificate of Appreciation from the police department's Law Enforcement Explorer Program at the Officer Adrian Morris Explorer Awards Banquet.



Chris also was presented with an inscribed crystal from the Prince George's County Police Department.

Being honored himself was never on Chris' radar.

As a youth, Officer Morris had gone through the Prince George's County Police Department's Law Enforcement Explorers Program, a yearlong program for youths ages 13-20 to help them learn more about what police do and to spark interest in law enforcement careers. The Explorers decided to name its yearly event the "Annual Officer Adrian Morris Explorer Awards Banquet" and invited Chris to attend on February 22nd. "My son kept badgering me to attend the banquet, so I went," Chris said.

At the banquet, to his surprise, the Prince George's Police Department recognized Chris, Washington Wilbert Vault Works, Inc., and the Commemorating First Responders Program for the services provided for Officer Morris. Chris was presented with an inscribed crystal from the police department and a certificate of appreciation from the Explorers Program. "I even received a 'standing O.' It was a great honor to receive recognition on behalf of the program," Chris said.



Tips from the Field—Rack-em...

By Your Field Service Team Members

Have you thought about a Vault Storage Racking System? A properly designed vault racking system saves you money by:

- Reducing labor costs in the stocking and selecting of product.
- Reduces damaged product by storing them as a unit.
- Maximizes your current space for optimal efficiency.

In order to create an efficient and cost effective vault racking system layout, several factors need to be considered:

- Be sure the racks will support the weight involved...this is most important!
- The type of forklift equipment you own or plan to purchase.
- Your existing warehouse space, taking into consideration such factors as the placement of door openings, the ceiling height, staging space needed (don't forget forklift maneuvering space) and a logical product flow.

There are many design and consulting companies which will work with you to determine the best design and layout for your current or proposed warehouse space. Two of the most popular are listed below:

Warehouse Rack & Shelf, LLC Vault Storage Racks, Pallet Racks Sheri Ostmann 1-314-550-8841 sheri@rackandshelf.com

Interlake by Mecalux Warehouse Solutions

1600 North 25th Ave.
Melrose Park, IL 60160
1-877-632-2589 • www.interlakemecalux.
com/warehouse-solutions

We can also assist you by putting you in contact with Licensees who have already installed a racking system. Some Licensees have obtained used racking systems from warehouse retail stores that have gone out of business. Remember to verify that all racking components are stamped with load capacities; the racks must be built to withstand the weight of burial vaults.



Onsite custom built racks



Custom built vault racks measured width average



Mecalux Interlake racks just installed Baton Rouge, LA



Nice vault racking system



Heavy duty custom built vault racks



Custom built vault racks average measured height allowance



Mecalux Interlake vault racks bundled Baton Rouge, LA



Converted racks from Home Depot®



NEW STATEMENT STUFFER: TV Coverage Illustrates Integrity of Burial Vaults vs. Grave Liners, Using Wilbert Video as Example

To help you communicate the message to your customers that consumers want to be educated about burial vaults, we have developed a new fillable PDF that you can use as statement stuffers, handouts, email attachments, etc.

The PDF highlights and provides a link to a television news piece done by station WDBJ-7, Roanoke, VA about families upset to learn that the grave liners provided at no charge to veterans are likely to take on water. This very compelling piece really illustrates how important it is for funeral professionals to educate families on the differences between graveboxes and burial vaults.

The television station interviewed an area funeral home that happened to be a Wilbert vault customer and part of the footage is our display wall with a Display Animation unit showing our videos. They even used our video segment that shows how our vaults seal.

If you haven't visited our new website recently, you can click on the link on the Licensee homepage to view the video: www.wilbert.com/licensee/

⇒ You can download this fillable PDF from the Marketing tab, found in Statement Stuffers/Mailers (www. wilbert.com/licensee/marketing/ statement-stuffers-and-mailers/)

Thanks to Todd Dean of Richards-Wilbert Inc for sending us this TV news coverage! Recent television news series headline:

Veterans at Pulaski County cemetery buried in unsealed liners, and it angers families

Television station WDBJ-7, Roanoke, VA recently did a series on the use of grave liners for no-cost veterans' burials, finding some people upset when realizing they were not sealed burial vaults.

A Vietnam veteran's widow was very distraught when she learned — *after* her husband's burial — that the grave liner is likely to take on water. She thought she was getting a burial vault and didn't really understand the difference, until it was too late.

She claimed that she was not made aware of the difference between government-issued burial liners and sealed vaults, nor was she told about the VA credit available to her towards the purchase of a vault. Dabbing her eyes with a tissue, she said, "I don't understand why I wasn't told. Seems like people down at the (Virginia Department of Veteran Services) office, it would have been part of their job. To tell you, to tell me, tell anybody."

To watch the TV story, visit www.wilbert.com/funeral-professionals/burial and click on the red "Watch" button in left column.

As this and other stories play out in the media, it underscores the virtues of education and knowledge. The mandate to educate families on the importance of selecting lined, sealed burial vaults has never been more critical. If you educate, you have done all you can do. Making sure consumers are well-educated about their choices will help ensure that incidents like this never happen to your families.

Call me today to learn about Wilbert's educational tools that can help you better communicate to families.





CONTACT: Wilbert Licensee Sales Rep Wilbert Licensee Phone, Email, other information

you want

Directory Changes

It's important to help us keep your information in the Wilbert Directory updated. Recent changes in personnel and their email addresses help to keep the communication flowing. Sometimes it's a matter of a new phone or fax number or maybe a typo has been noticed, so please

let Barb know. 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.

There was a mistake published in the directory for SI Funeral Services

in Lavaca, Arkansas' fax number. It should read 479-674-2940.

We thank those who have sent in their corrections for the Wilbert Directory and request that everyone send changes to Barb at bmalone@wilbert.com as they occur.



Inside Sales Corner

Liner Load Changes Coming as of March 1st

As mentioned in the February edition of the eNews, WFSI is in the process of changing the way we ship our Liner Loads. As of March 1st, all Liner Loads will be shipped ONE-WAY. You will now be charged for only the One-Way mileage and not be charged for the "empty" miles to have that truck return to the distribution center (Belmont or White Bear).

NOTE: There will no longer be deliveries made by WFSI controlled vendors (CH Robinson) using 48' trailers with belly attachments. All Liner Load deliveries will be made using 53' air ride equipped trailers.

With the Liner Loads only being shipped to you one-way, you will now have the opportunity to utilize our broker—C H Robinson—to arrange for your returns of skids, crates, racks, corner supports, along with other items with a Less-Than-Truckload (LTL) carrier.

By combining the One-Way shipment of the Liner Load with the LTL option of sending back your returns, most Licensees would experience a 25% to 35% overall savings from your normal Liner Load and return freight cost. Individual savings will depend on your current Liner Load rate and how it compares to industry standards.

There are no changes in the way that you will arrange for your Liner Load shipments. Please continue to contact Gregg Katz (708-681-7066 or at *gkatz@wilbert.com*) at least 2 to 3 weeks prior to your desired Liner Load date to be added to the delivery schedule.

Your returns can be arranged with C H Robinson at any time, it does not have to be on the same day that you receive your Liner Load. To arrange for the pickup of your returns, please contact C H Robinson at least 24 hours prior to your desired pick up date. You may contact C H Robinson at:

866-705-9073 – Phone 813-664-9791 – Fax wilbertreturns@chrobinson.com

If calling in or faxing your pick up request, please mention that you are contacting them regarding a Wilbert return.

Be prepared to provide the following information:

- Pick up location
- The description and amount of what is being returned – # of skids, crates, racks, boxes of corner supports....
- Ship to location–Belmont or White Bear

- Date of pick up
- Time of pick up preferably a pick up window of 2 or 3 hours in the afternoon
- Contact person
- Any special instructions that will help the driver to find the location
- Billing address if different from pick up address

C H Robinson will then prepare a Bill-of-Lading and either email it or fax it to you. You will then just need to give the Bill-of-Lading to the carrier when they arrive and make sure that the Bill-of-Lading agrees with the items that you are returning. It is important that you not add or subtract items that you are returning once you inform C H Robinson of your pick up request and what you are returning.

Many Licensees have already been contacted and given their new freight cost for 2013. If you have not received your new freight cost as yet, please contact Gregg Katz in Broadview. New or returning freight customers can also get the most updated freight cost by directly contacting Gregg Katz as well.

Please contact Gregg Katz with any questions.

Liner Load Information

Please contact Gregg Katz at ext. 145 to schedule your Liner Load date two weeks prior to the loading date. Remember that your Liner Load order should be in house at WFSI **ONE week** prior to your loading date as well. You may ask why? The one week prior to loading assures that material is transferred to the proper warehouse for your demand. When Licensees submit their Liner Load order a few days before

loading date this has caused problems. WFSI could be getting low on a product. If your order comes in a few days before loading for a large amount of that product and WFSI is loading you that day, you may receive what WFSI has on the floor – BUT – the Licensee who had their order in house one week prior before loading date might not receive this product which is not fair to all Licensees. Also if an order is not in house one week prior to the load date, then WFSI has the right to cancel your

load date and reschedule you for a later date

Please remember if WFSI is out of stock on an item you are requesting on your Liner Load truck, and your order was not in house one week prior to load date, any items backordered will be shipped to the Licensee at the expense of the Licensee to receive backorder item/s.

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Inside Sales Corner continued



C54030 Strentex® 30" Base with Speed Bump

WFSI has placed an order with WPS on this product, hoping for arrival by April in the warehouses. At the present time it is difficult for WFSI to figure out how many Licensees will be switching over to the speed bump bases, shown above.

We would appreciate it if you could take a moment and call the Inside Sales Dept. and let them know if you will be ordering the **C54030** for your future orders. This will help to assure that WFSI does not run into a backorder situation where the undercut bases may be substituted on your order. Once WFSI has a buying history for about three months, then WFSI will know how many to order of speed bump bases and also what to decrease in the ordering of standard 30" Strentex bases. Your help will be greatly appreciated in this matter.

Liner Load "Form N" will be updated April 1, 2013 with the new part number **C54030** Strentex 30" bases with speed bump. If you want to receive the speed bump bases please make sure to use updated Liner Load form to assure this. Also the following items will be added to this form:

T85 1" Triune Tape

K765B 9" Roller covers with 1¼" nap **P255A** Robust Mausoleum trays

Above items are available now for ordering on your Liner Load.

New Carton Size for 9" Roller Covers

The 9" roller cover with 11/4" nap will now come in cartons of 24. The new information is:

Old Part # **K765B** 12 per carton New Part # **K765C** 24 per carton

The new sell price is \$43.

H321-X Gallon Solvent Butyl Primer

This item is sold by the gallon, so if you enter one on your order you will receive one gallon – NOT a carton of 8 gallons.

Avondale® Teal P1005S

Wilbert Funeral Services, Inc. is happy to announce the arrival of the new **P1005S** Avondale Teal urn. The subtle differences between this urn and the original **P1005** are a more robust color and a slight alteration in the design of the butterflies. We will be transitioning these urns in as we deplete our current supply of the original urn.



2013 Mid-Year Physical Inventory – May 31, 2013

In order to help you plan your ordering needs for the end of May, WFSI wishes to inform you that the mid-year physical inventory will be taken on Friday, May 31. All locations, Broadview, Belmont & White Bear, will be closed for shipping on this date. Only Next-Day Air UPS shipments from Broadview will be made on Friday, May 31, and no shipping activity (no Liner Loads, no Pick-ups) will be made out of Belmont or White Bear Lake because of the physical inventory on that date.



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: 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: Lisa Locke 800-558-8900 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, LLC

Warehouse Rack & Shelf Vault Storage Racks, Pall

Vault Storage Racks, Pallet Racks Phone: Sheri Ostmann 314-550-8841 Email: sheri@rackandshelf.com Website: www.rackandshelf.com



Grainger

Industrial Supplies

Phone: Marc Patno 847-753-5348 Email: marc.patno@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

KadcoProducts.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: Darin Dullum 630-416-2938 Email: Darin_Dullum@genpt.com Website: napaonline.com



THE VISIBLE DIFFERENCE

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



UniFirst Corporation

Uniforms

Phone: Alex Toledo 800-225-3364

Website: unifirst.com





Roesch Ford Truck Center

Fleet Vehicles

Phone: Hugh McKenty 630-918-9534 Email: hughmckenty@roeschtrucks.com

Website: roeschtrucks.com

GPO Spotlight - April 2013

This month's GPO Spotlight centers on OfficeMax. OfficeMax 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*.



With more than 40 years in the industry OfficeMax has created a name for itself as one of the largest office products and services providers in the world. Wilbert Licensees benefit from OfficeMax's wide variety of high-quality office supplies, including paper, organizational products, calendars and planners, ink and toner, computer accessories, cleaning and break room supplies, furniture and more.

Through OfficeMax we now have more choices and deeper savings. Catalog pricing has been discounted and with its simple-to-use ordering system and customized shopping experience, OfficeMax will make our lives a little less complicated and a lot more productive.

Recently OfficeMax and Office Depot announced the signing of a definitive merger agreement under which the companies would combine in an all-stock merger of equals transaction. The unanimously approved transaction will create a stronger, more efficient global provider better able to compete in the rapidly changing office solutions industry. Customers will benefit from enhanced offerings across multiple distribution channels and geographies. The combined company will have significantly improved financial strength and flexibility with the ability to deliver long-term operating performance and improvements through its increased scale and significant synergy opportunities. This merger is pending FTC approval.

Existing Wilbert Licensee accounts can access OfficeMax by logging onto Officemaxworkplace.com as always and will see no disruption in service. If you would like to experience the savings OfficeMax provides and need to set up an account you can contact Scott Fee at 630-728-8011 or via email at scottfee@officemax.com.

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eNews april.13

Discover

how to grow your cremation business



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

Sign up today! It's simple and convenient to get started: go to WilbertDirect.com, click on the "Register" tab.

For more information, contact your Wilbert Licensee.

New!
24/7 Access to Wilbert's
Finest Cremation Products

