



# eNews

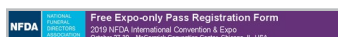
A monthly news update for the Wilbert Licensee Network

august 19



## Introduce simpliFi Using This Recorded Webinar

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## Deadline Looms for Free NFDA Passes

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## Ultimate Service Provider - Don't Let It Slip Away!

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## upcoming events

**August 3-8**  
**NFD&MA National Convention**  
Mobile, Alabama

**September 29-October 2**  
**WMA Annual Meeting**  
Boston, Massachusetts

**September 30-October 3**  
**CCC Annual Convention**  
Chicago, Illinois

**October 27-30**  
**NFDA International Convention**  
Chicago, Illinois

For additional information, you can contact Wilbert at  
**708-865-1600** and connect to Wayne at ext. 166.

## what's news

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## Directory Changes

Kindly report any changes in your Licensee information to Kelly Kubicz at [kkubicz@wilbert.com](mailto:kkubicz@wilbert.com) or call Kelly 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 Wayne at [wstelmach@wilbert.com](mailto:wstelmach@wilbert.com). If you're not comfortable writing, don't worry – he will be happy to help.



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

## Introduce simpliFi™ to Customers using this Recorded Webinar

Want to introduce the new simpliFi™ burial vault presentation to your customers but simply don't have the time you wish you had? We've made it simple! We have recorded a webinar that you can use to jump-start and supplement your efforts to demonstrate simpliFi to more customers and get them on the way towards better sales and more satisfied families.

Send the webinar link in an email campaign to spread the word quickly! Or set up meetings with your customers and play the webinar for them – you can even provide the popcorn!

Speaking of quickly, a cool added feature of this webinar recording is a time clock that is running during the demo presentation to show how quick the simpliFi presentation is, coming in at 3 minutes and 17 seconds! A thorough, easy-to-understand presentation that explains the need for an outer burial container, differences between unlined graveboxes and lined burial vaults, personalization options, and leads to graveside service discussions – in less than 3-1/2 minutes.

Here's the link to the recorded webinar It's Time to simpliFi™:

<https://www.wilbert.com/this-is-simplifi/>



### Live simpliFi Webinars Also Offered!

Don't forget that we are continuing to offer live webinars on simpliFi as well – attached to this eNews is the updated webinar schedule in a fillable PDF format.

## New simpliFi™ Ads – and Fillable PDFs to Match

The latest in our simpliFi ad series is getting ready to hit the industry publications in August and you can download a fillable PDF version for your local marketing efforts. "Simple to Learn" highlights how easy simpliFi is for funeral directors to learn and present. Three easy steps.

You can download this and other PDFs described below here:

[www.wilbert.com/licensee/marketing/simplifi/](http://www.wilbert.com/licensee/marketing/simplifi/)

While each of the simpliFi fillable PDFs have been available to time your local efforts with the national advertising schedule, they are all perfectly suited as "stand alone" marketing pieces. Each of them focuses on different aspects of simpliFi:



**"Time to simpliFi"** is a good introductory message – new and easier way to present OBC choices to families, no investment to make, no software to learn.



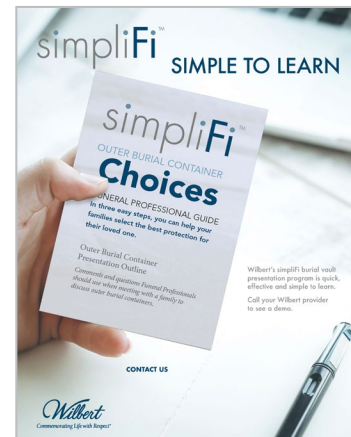
**"Simple to Understand"** focuses on how easy it is for families to understand their choices.



**"Simple Time Savings"** talks about families are informed – and presentations are made – in under 4 minutes.



Consider doing an email campaign over the next month – week one with "Time to simpliFi", week two with "Simple to Understand", week 3 with "Simple Time Savings" and week 4 with "Simple to Learn"



Watch for more in the series of Wilbert simpliFi ads and fillable PDFs!

## Deadline Looms for Free NFDA Expo Passes

The deadline for free NFDA Expo passes for your customers is Friday, September 20th!

Send the registration form to your customers to save them money...and position you in a good light! These passes are good for all three days of the expo, being held in Chicago on October 28-30.

Please be sure to invite them to visit Wilbert in Booth 624 where we will have a diverse group of products on display and some great promotions!

Anyone from your company planning to attend the show? Contact [Kathleen Berry](#) or [Wayne Stellmach](#) and we'll put you on our exhibitor badge list.



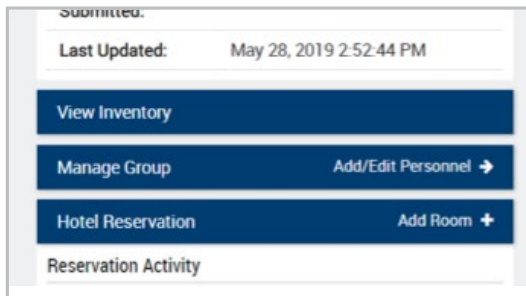
## Reserve Your Room for the NFDA Show

It will be here sooner than you think! Take advantage of the Wilbert room block at the Swissotel Chicago, located in downtown Chicago at 323 E Wacker Drive. NFDA will have shuttle buses from the convention hotels to McCormick Place Convention Center during the exhibit hours.



Rates are \$279/night, plus tax. You are encouraged to book your room ASAP as rooms are limited. To make reservations under the Wilbert room block:

- Go to <https://registration.experientevent.com/ShowNFD191/Flow/ATTRAB#!/registrant/RegistrantGroupLogin/>
- Login using username "Wilbert" and password "NFDA2019"
- Click on "Manage Group Add/Edit Personnel"



- On next screen, click "Add New Person" and then fill out the fields, including your dates of arrival and departure and Hotel Name (Swissotel Chicago will be the only choice)
- On the final screen click "Reserve" and provide your credit card to guarantee the room

To assist in your planning, the expo dates are:

- Monday, October 28, 12 - 5pm
  - We will have a pre-show meeting in the Wilbert booth 624 at 9:00am to go over products, promotions and other details. This accommodates those wishing to attend the 9:45 General Session featuring Seth Godin.
- Tuesday, October 29, 12 - 5pm
- Wednesday, October 30, 9am - 12pm

To view the hotel and its amenities visit <https://www.swissotel.com/hotels/chicago>.

For details on the NFDA Convention & Expo, go to <http://convention.nfda.org/>

## Ultimate Service Provider Designation – Don't Let it Slip Away!

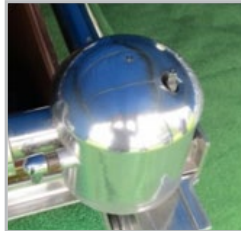
As we've conducted Cemetery Service evaluations so far this year, Field Services continues to see two areas which time and time again have prevented many locations from achieving that coveted Ultimate Service Provider designation (USP):

- (1) CSR attire - and specifically just the footwear – has prevented CSRs from achieving the necessary points to be deemed USP. The sad thing is, it is so simple to do! It only means changing the footwear to wear when pulling the casket and while the family is in the area! We've seen great attire including a clean dress-style or polo shirt, clean trousers and belt...and then dirty boots or tennis shoes! What the heck? It is so simple! Just a clean pair of inexpensive shoes kept in the truck for that "moment of truth" for the family, then a quick change back to work shoes afterwards. We have had at least five locations this year fall



short of USP for this reason alone. Stellar uniform right down to the socks, but then dirty boots that look like had been digging ditches! Even this little one doing some "chalk art" has a sense of making the shoes look better! We need to all make the effort to present a good image.

- (2) Polished graveside cemetery equipment is the other area which commonly causes locations to miss the USP designation. Granted, this is a bit more involved than just slipping on a pair of shoes, but the buffer is there in the plant, set up and ready to go! Again, what the heck?! The equipment is in place...just sitting idle for so long that dust mites have found a new home!



Now on the other side of the coin, we do see many locations with full-time buffing employees who continually work to keep the graveside service equipment – both the WilbertWay® and the Casket Lowering Device – in stellar condition and it really shows well at the cemetery, receiving rave reviews from the funeral professionals they serve. Creating a mirror-like finish on our service equipment can seem like a daunting task at times but is relatively easy to achieve and maintain. The difference between highly-buffed/polished equipment and that which is not could definitely be the difference between a USP-designated service and a standard-level service during a cemetery field inspection. To meet the highly-buffed or polished criteria, a device must have a mirror-like finish that reflects detail back to the individual observing the equipment. Anodized units will still reflect an image with a smaller amount of detail. Lastly, protect your hard work by using protective caps on the CLD heads and WilbertWay covers for the feet. Be creative and protect the lowering devices to maintain the finish and reduce maintenance!

As always, ask any Field Service team member for assistance if needed, especially while they are visiting your facilities. They could help you get that buffer running...or show you where you might fit those shoes in your truck!





## Commemorating First Responder Police Officer Ryan Thompson



Kittitas County, Washington Deputy Sheriff Ryan Shane Thompson died in the line of duty on March 19 after being shot following a vehicle pursuit. Thompson, 42, had served as a Sheriff's Deputy with the Kittitas County Sheriff's Office for five years where he had begun his service as a reserve in 2003. He served from 2004 to 2007 with the Kittitas Sheriff's Office's Correctional Facility and Central Washington University Police before becoming a Kittitas Sheriff's Deputy in 2013.

Thompson is survived by his wife, three children, parents, two brothers and many family and friends.

His memorial service was held March 28 at Central Washington University campus in Ellensburg, Washington.

Wilbert Precast, Inc. in Spokane, Washington was honored to provide the family a Stainless Steel Triune® burial vault with a Legacy Custom image along with a graveside service.

