



PRESS RELEASE

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FOR IMMEDIATE RELEASE

MEMORIAL MONUMENTS ANNOUNCES NEW NATIONAL SALES DIRECTORS TO SUPPORT MONUMENT GROWTH

MERIDIAN, ID, July 12, 2024 – Wilbert Funeral Services, Inc. (“Wilbert”) is proud to announce the appointment of four new National Sales Directors with its Memorial Monuments Group, expanding its leadership team with both tenured partners and seasoned talent from outside the company. Danny Porter and Curtis Smith, long standing partners, will be joined by new partners Carson Moon and Trey McAvoy, each bringing unique expertise and dedication to their roles in the monument and funeral industry.

"This newly created role is an important strategic move for us as we continue to grow," said Joey Chandler, Senior Vice President of Memorial Monuments. "We've built our reputation on being the very best at customer service, and this represents a significant investment in our relationship with customers and licensees. With this expanded team, we are better positioned to support our clients and lead the industry in providing high-quality memorial products. Our experts will assist everyone, from single-location funeral homes and cemeteries to large corporate owners, in building their businesses with granite products."

"Despite the declining burial rate, we continue to see double-digit growth in annual unit volume in monuments," stated Mark Bates, President of Wilbert. "The combination of Wilbert Funeral Services and Memorial Monuments has had a significant impact on the monument industry in the past two years. With over 3,000 trucks in more than 300 locations, the Wilbert licensee network is the most powerful distribution system in the funeral industry. When this is partnered with Memorial Monuments' industry-leading customer interface, distributed manufacturing capacity, and sourcing capabilities, we are uniquely positioned to create real value for the funeral homes and cemeteries we serve."

Danny Porter - West Coast Territory

Danny Porter resides in Franklin, Idaho, with his wife Branae and their three children, Bane, Boston, and Mae. He graduated from Brigham Young University-Idaho with a major in Business Management, focusing on Marketing and Finance. Danny has led multiple sales teams at APX (Vivint) Security and joined Memorial Monuments in 2010, where he has significantly contributed to its growth. Becoming a partner in 2012 and later Vice President of Sales and Marketing, Danny played a crucial role in expanding Memorial Monuments from 5 to 20 locations. His passion for assisting strategic partners and helping them grow their market share in memorials is evident in his work.

Curtis Smith - Great Lakes Territory

Curtis Smith, based in Meridian, Idaho, lives with his wife Tymeron and their four sons: Paxton, Parker, Palmer, and Payson. With a background in Mortuary Science from Arapahoe Community College, Curtis has a rich history in funeral service, transitioning to a funeral home technology company in 2019 and joining Memorial Monuments in 2021. His extensive experience in supporting families during times of loss and his commitment to enhancing funeral homes and cemeteries make him a valuable leader in the Great Lakes area.

Carson Moon - Mid-America Territory

Carson Moon is a native of Elberton, GA, where he resides on his family farm. Beginning his career in the granite industry in 2012 at Elite Stone Solutions, Carson has gained extensive expertise in granite memorial production. Transitioning to a regional granite sales position in 2020, Carson has worked closely with funeral homes and cemeteries nationwide. His dedication to helping families craft meaningful memorials is a testament to his commitment to the industry.

Trey McAvoy - East Coast Territory

Trey McAvoy resides in Elberton, Georgia, with his wife, Hannah, and their daughter, Kenleigh. He majored in accounting at Augusta State University and transitioned into the deathcare industry in 2017 with Star Granite Company, later acquired by Matthews International. Trey has dedicated his career to working closely with deathcare professionals, exploring and training on various styles of memorialization opportunities. His passion for helping families honor their loved ones is reflected in his work across the East Coast.

Attached is a photograph of the Memorial Monuments National Sales Directors. Pictured from left to right are Carson Moon, Trey McAvoy, Danny Porter, and Curtis Smith.

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