

FUNERAL

Business Advisor™

LifeGem® Goes Mainstream

Are You Ready? 7 Things You Need to Know.



>> Turn to page 42 for an exclusive look inside the LifeGem patented process. See how a diamond created from cremated remains or a lock of hair has helped thousands of families.

NFDA Preview:

- "Must See Companies"
- "Must See Products"



One Row of 20 LifeGem Diamond Presses

Bronze Art Company Back at NFDA



Dania Beach, FL- The Rose Garden, after a two year hiatus, has announced their return to the NFDA International Convention in Orlando, FL from October 12-15th.

The Rose Garden will be introducing their **“Lost Wax” Collection of Bronze Sculptures, Fountains & Statuary to the Funeral Industry.** Included will be: “Children at Play”, “Animals in Motion”, Classic Fountains, Traditional Urns and Religious Statuary. After many years of serving the Home & Garden Industry with their diverse and eclectic collection, The Rose Garden is providing the Funeral Industry with Art that memorializes and celebrates life.

The Rose Garden plans on featuring several bronze fountains such as the **“Four Seasons”**, an eight-foot tall fountain with 360 Degree views, and **“Fly Away”**, a lovely bronze sculpture of a young child releasing a bird into the sky. Their statues have been placed in parks, cities, municipalities, hospices, hospitals and public spaces around the country for over 35 years.

“We feel this is an opportune time for us to come back to NFDA and the funeral industry. Our collection of Bronze Sculptures has a calming and soothing effect on families throughout the bereavement process,” says President Randolph J. Rose. “In addition to beautifying the funeral home; our sculptures can generate an extra revenue stream for funeral directors and cemeteries who re-sell our sculptures to families and friends of the deceased”.

The Rose Garden has been serving the Home Furnishings & Garden Industry since 1972. This family owned and operated company includes Randolph J. Rose as President and his three sons. For more information about The Rose Garden, stop by their Booth #2344 at the NFDA International Convention. To reach the company immediately, call Austin H. Rose at 954-927-9590 or visit their website, www.TheRoseGardenDB.com.

Keith Presley Named Southeast Regional Business Development Manager

Deaton-Kennedy Company



Keith Presley

Joliet, Illinois – Deaton-Kennedy Company is pleased to announce that Keith Presley has accepted the

position of Southeast Regional Business Development Manager. In this role, he will be responsible for leading the sales efforts for Deaton-Kennedy throughout the Southeast United States. Presley’s solid background in the funeral industry includes both sales and marketing.

“We are pleased to have an individual of Keith’s talent join our management team,” declared Margaret Deaton, Chairman. “Keith has been instrumental in successfully

implementing new ideas and changes in the funeral industry with funeral stationery. His proven abilities will facilitate our sales organization managing the challenges that face the funeral industry today.” Bob Nobles, Chief Executive Officer added “Keith has demonstrated his passion for sales, along with his ability to lead, and will help our customers reach their goals.”

Presley is a graduate of the John Tyler Mortuary Science Program and Bluefield College. He is the husband of Rose and the father of three children, Elliott, Jonathan and Lyndsi. Keith has been actively involved in his community where he serves in numerous capacities, as well as in various organizations that represent the funeral industry.

With more than twenty years experience in sales as well as the funeral industry, Presley brings a wealth of experience with him. Deaton-Kennedy customers will appreciate his skills as well as the understanding of the daily funeral home operation that he possesses.

Deaton-Kennedy is a family owned business that has been operating since 1928. As long time leaders and innovators in the funeral industry, Deaton-Kennedy has shown both long and short-term visions for the future and a willingness to help each customer reach their goals, while paying tribute to the families they serve. For more information, contact Deaton Kennedy’s marketing director, Ben Kuikman at 800-435-4068 (ext. 140), or by email at bkuikman@deatonkennedy.com. You may also visit www.deatonkennedy.com.

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NFDA COME SEE US IN OCTOBER AT THE ORLANDO NFDA SHOW!