

# OREGON MEMORIALS

November 5, 2007

To: Aspire Awards  
From: Lee Nielsen

Re: 2007 Entry

Attached are the copies of publicity we have received for our new website. [www.oregonmemorials.com](http://www.oregonmemorials.com). We were fortunate to receive a 2<sup>nd</sup> place international B2B Ace Award for business branding on a website. As you can see we received a lot of print media attention for our cutting edge site.

We were placed against IBM (1<sup>st</sup> place) DHL, Kodak, Mastercard, FUJIFILM, Verizon Wireless, US Postal Service, GE and more. For our company to come out 2<sup>nd</sup> place in that list was a phenomenal accomplishment. We are thrilled to be a first part of what now is a huge move to get web based designers online.

We are one of the few remaining wholesale only memorial dealers in the country. We found our customers (cemeteries and funeral homes) were moving to computerized service for their families. Wanting to stay ahead of the curve we came up with the idea to start from scratch and build our website. We interviewed several sources for design and implementation. The company we chose then interviewed many of our customers, researched the marketplace, and even attended the ICCFA International Conference. Our desire was to produce a website that would give our customers an easy to use resource for showing options and to build the value of memorializing in granite. We have decided to use flash technology for ease of use and accuracy of representation. We also implemented this as a partner only system. In other words, our customers are the only ones that have access to our builder and that only comes by joining our partnership program, allowing us to manage our designs and processes more efficiently. Our customers choose a skin and our site pulls up to them with the appearance of their own. Or they can have a link directly to our builder.

But we have not stopped there. We also produce all granite columbaria and developed a portion of our site with its own custom columbaria designer. We have plans in the works to add new products and features that will allow us to progress and continue the innovation we have been known for.

The response we have had from our customer base has been great. We have seen a marked increase in our reach as a company. Where once we had impact only in the Northwest and Northern CA. we are now seeing results and impact all across the country.

P.O. Box 787  
Hillsboro, OR 97123

800-767-7866  
[info@oregonmemorials.com](mailto:info@oregonmemorials.com)

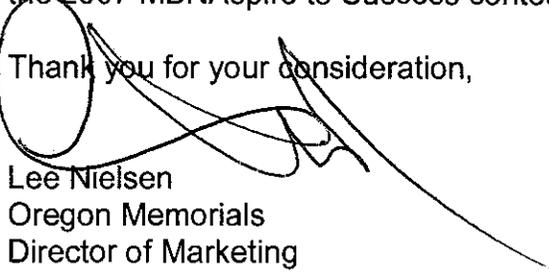
Phone: 503.648.3596  
Fax: 503.640.5563

# OM OREGON MEMORIALS

Page 2

We are thankful to have the opportunity to be a leader in the industry and to be recognized internationally for the innovation of the site. We are also pleased to present this entry for the 2007 MBNAspire to Success contest.

Thank you for your consideration,



Lee Nielsen  
Oregon Memorials  
Director of Marketing  
971-219-0547  
[www.oregonmemorials.com](http://www.oregonmemorials.com)

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## Oregon Memorials Site wins Business to Business ACE Award

The Business Marketing Association of New York City has given a 2007 B2B ACE Award for the brand new Oregon Memorials website. Oregon Memorials is an award-winning Northwest 'wholesale only' provider of customized granite memorials, columbaria, and public art installations. The Overland Agency, a leading West Coast branding and interactive advertising firm was contracted to develop this new cutting edge site which includes an online memorial builder and other winning features.

The Oregon Memorials site earned second place for Corporate/Brand Website called "one of the six best creative awards" by the New York Times, the B2B ACE Awards recognize exceptional creative efforts in business-to-business marketing communications and advertising. The OM site award came alongside IBM, DHL, Kodak, Mastercard, FUJIFILM, Verizon Wireless, the United States Postal Service, and GE. This year's panel of esteemed judges included directors and VPs from top national and international companies and publications, including American Express, Verizon, Forbes.com, Motorola, Business Week, and groundbreaking marketing agencies.

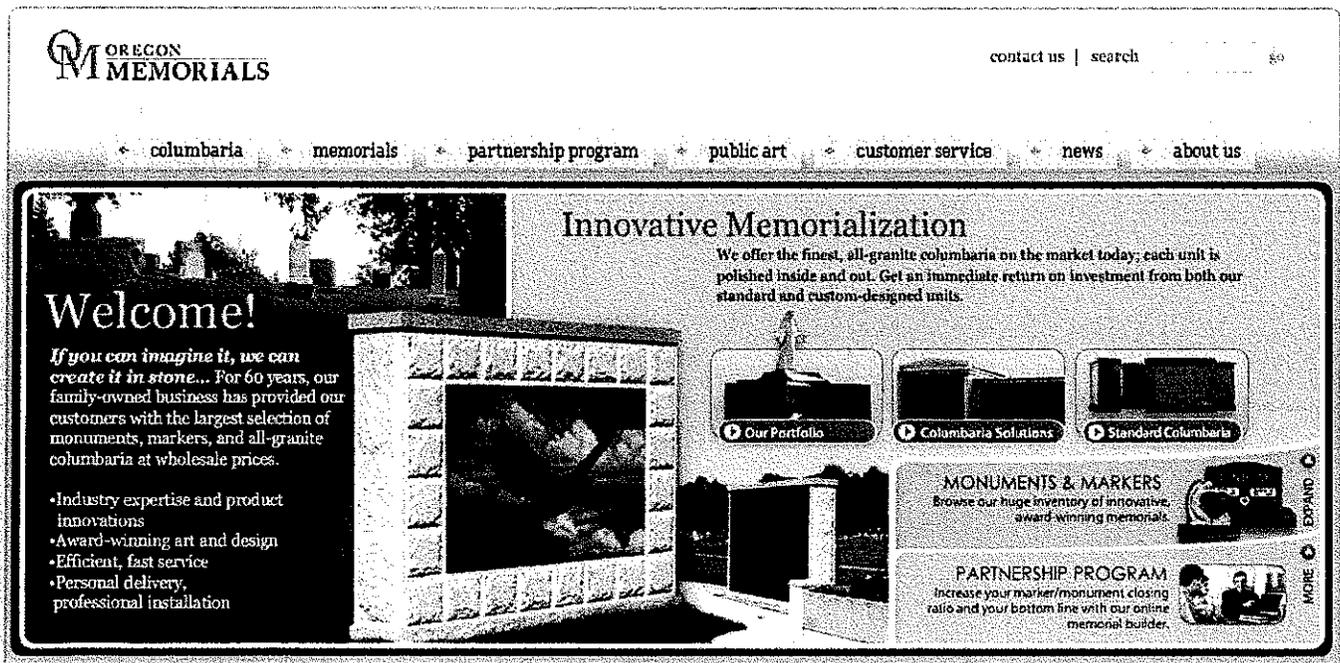
The media-rich Oregon Memorials site ([www.oregonmemorials.com](http://www.oregonmemorials.com)) showcases Oregon Memorials' comprehensive solutions and features a first-in-industry virtual Memorial Builder—a unique Flash tool that lets cemeteries and funeral homes create and preview memorial options, easing clients' decision making during a difficult time.

*"We are very excited about the opportunities we have in front of us as a result of the effort put forth with our site. To be compared to IBM and other fortune 500 companies is a real statement of our desire to lead the industry."*

"Our goal as an agency is to continually push the limits of technological innovation," said Arve Overland, CEO and Executive Creative Director of the Overland Agency. "The Oregon Memorials product customization tool is an example of utilizing technology to stimulate sales growth online and to extend better service to clients."

Tim Bronleewe, president of Oregon Memorials; "We are very excited about the opportunities we have in front of us as a result of the effort put forth with our site. To be compared to IBM and other fortune 500 companies is a real statement of our desire to lead the industry."

Visit this award winning site at [www.oregonmemorials.com](http://www.oregonmemorials.com) and call 800-767-7866 for more information.



A screen capture from the Oregon Memorials website illustrates the company's creative vision.

## Oregon Memorials Site Wins Business-to-Business ACE Award

**Portland, OR—June 6, 2007:** The Business Marketing Association of New York City has given a 2007 B2B ACE Award to the brand-new Oregon Memorials website.

Oregon Memorials is an award-winning Northwest "wholesale only" provider of customized granite memorials, columbaria and public art installations. The Overland Agency, a leading West Coast branding and interactive advertising firm, was contracted to develop this new cutting-edge site which includes an online memorial builder and other winning features.

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Tim Bronleewe, president of Oregon Memorials, said: "We are very excited about the opportunities we have in front of us as a result of the effort put forth with our site. To be compared to IBM and other fortune 500 companies is a real statement of our desire to lead the industry in this arena."

Visit the award-winning site at [www.oregonmemorials.com](http://www.oregonmemorials.com) and call 800-767-7866 for more information.

*Meanwhile, across the pond...*

### *Burial plots to be reused in crowded England*

#### **IDEA 'NOT HUGEY CONTROVERSIAL' WITH SPACE SHORTAGE**

London—As an island that's already 12 times more crowded than the United States, England barely has enough room to house its living residents anymore, let alone its dead ones.

And that's exactly why the British government has just ruled that local authorities can reuse burial plots.

There are some stipulations: graves must be at least 100 years old—or 75 years old in places with severe shortages—and surviving family members must give the go-ahead.

But families can only refuse permission to allow their ancestors' graves to be reused for one generation.

According to Justice Ministry projections, all designated burial space in England and Wales will be full in 30 years. Urban areas are particularly crunched with London set to run out of space in

only 12 years.

In order to reuse burial plots, a technique known as "lift and deepen" will be employed through which a coffin is exhumed and the grave deepened in order to create space so that as many as six new coffins can be placed on top of the older remains.

In this way, cemeteries could wind up having several so-called "double-decker" or even "septuple-decker" plots.

Local authorities already responsible for maintaining their town's cemeteries will be in charge of contacting the relatives of those who are buried and also disposing of the old gravestones.

The idea of sharing a plot "is not hugely controversial, especially as we're quite a secular society," said Nick Gallent, a researcher at the University College London. "Some 80 percent of allocated burial space in England is currently in use and we're rapidly running

out of space.

"This is increasing the costs of plots in some areas, making access to burial plots socially exclusive or meaning that some families have to bury loved ones many miles from their homes or first-choice cemetery," he said.

Gallent said that some plots already have time limits with bereaved families being told they'll have to remove and transfer remains after just 10 years.

The government already grants about 1,000 requests a year from families who wish to move and transfer remains to be nearer to a new home.

The new regulations allowing the reuse of burial plots follow a consultation period begun in 2004. Most respondents felt the reuse of graves was fine so long as it was done in an appropriate manner.

Although not likely to provoke an

*(Continued on page 22)*



OVERLAND AGENCY

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News

Home > [Home](#) > [Press Releases](#) > Overland Agency Scores B2B ACE Award for Oregon Memorials Site 6/6/07

[In the News](#)  
[Press Releases](#)  
[Events](#)

## Overland Agency Scores B2B ACE Award for Oregon Memorials Site

*Standard-setting website includes online 'Memorial Builder,' other winning features*

**Portland, OR—June 6, 2007**—The Business Marketing Association of New York City has given a 2007 B2B ACE Award to the Overland Agency, a leading West Coast branding and interactive advertising firm. Overland earned second place for Corporate/Brand Website for client Oregon Memorials, an award-winning Northwest wholesale provider of customized marble and granite memorials, columbaria, and public art installations.

Called "one of the six best creative awards" by the New York Times, the B2B ACE Awards recognize exceptional creative efforts in business-to-business marketing communications and advertising. Overland's award came alongside other firms' wins working for IBM, DHL, Kodak, Mastercard, FUJIFILM, Verizon Wireless, the United States Postal Service, and GE. This year's panel of esteemed judges included directors and VPs from top national and international companies and publications, including American Express, Verizon, Forbes.com, Motorola, Business Week, and groundbreaking marketing agencies.

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### About the Overland Agency

The Overland Agency is an award-winning Portland, Oregon-based brand marketing and advertising agency with deep capabilities in web design and development that combines high-level strategic consulting with smart, passionate creative execution. The agency serves as an online integrated marketing partner: an ad agency, web development shop, search-optimization consultancy, and brand specialists within one company. Clients include adidas, Aegon Insurance, Dolphin Software, Extensis, Fila, LightSPEED Technologies, Merix, and TSSI. The agency also does pro bono work for such groups as the Oregon Council of Child and Adolescent Psychiatry.

RECENT WORK



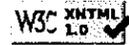
[Blair's Health City](#)



[12/1/07](#)



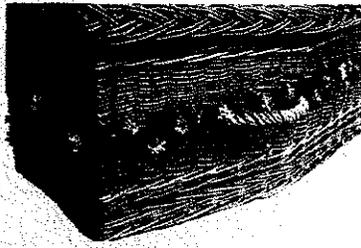
[New York Times](#)



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# Supply line

Detail of a Somerset willow casket. The British company now has an American distributor, Natural Burial Co., Portland, Oregon.



## Natural Burial Co. will import woven caskets, promote 'green' products

Though the United States, unlike Great Britain, has few "green" cemeteries, an entrepreneur in Portland, Oregon, is getting ready to import and distribute biodegradable caskets and natural burial goods.

Natural Burial Co. owner Cynthia Beal used to run a natural foods store. Now she's shifted environmental gears, becoming a natural death-care advisor and distributor, promoting natural burial in a state with a cremation rate close to 60 percent. But she believes that if people knew they could "be a tree," they would overwhelmingly choose that over being "ashes scattered in the wind."

The ICCFA interviewed Beal via e-mail.



**Cynthia Beal**  
Natural Burial Co.  
[www.naturalburialcompany.com](http://www.naturalburialcompany.com)  
503.442.1430

*Are you actually a U.S. distributor for these products?*  
The Natural Burial Co. is importing and distributing

biodegradable caskets and natural burial goods. We are bringing in our first samples and inventory late summer/early fall. We also assist with business planning and market strategy for selected producers who have promising ideas and products. We represent some of our producers to the trade and general public through shows, talks and press.

Once our directory is online, our company Web site will be used to point customers to cemeteries, service providers and suppliers who cater to the natural niche. Also, I give presentations on the natural burial choice, and am writing a book called "Be a Tree: The Manual for Turning Yourself into a Forest."

At this time, we have a particular focus on quality biodegradable caskets handmade from

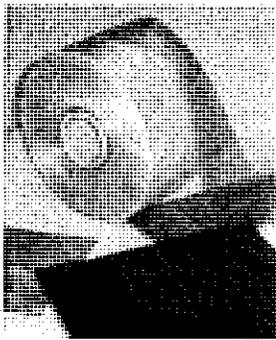
► to page 63



Natural Burial is also distributing the Ecopod, also from a U.K. firm.

■ **OREGON MEMORIALS**, Portland, Oregon, recently received the Business Marketing Association of New York City B2B ACE Award for its new Web site. The site, which includes an online memorial builder, earned second place for Corporate/Brand Web Site. The virtual memorial builder allows cemeteries and funeral homes to create and preview memorial options. The site was developed by the Overland Agency, Portland 1 800.767.7866; [www.oregonmemorials.com](http://www.oregonmemorials.com)

■ **FORETHOUGHT FINANCIAL GROUP**, Batesville, Indiana, has introduced a new final expense life insurance product, Forethought ForeLife. It offers affordable premiums; no funeral plan for funeral-averse consumers; simplified underwriting, including preferred rates for non-smokers; no funeral price guarantee; and a variety of payment options. 1 800.648.0075; [www.forethought.com](http://www.forethought.com)



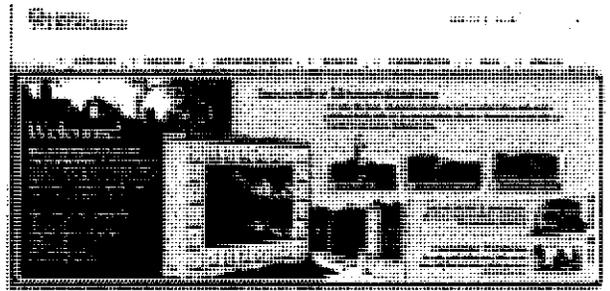
Some of KNF's nylon packaging products.

■ **KNF**, New York, New York, has introduced a full line of its Ultraclean Film packaging.

Its Kenylon brand of nylon products are heat resistant, moisture permeable and resistant to flex cracks, tears and punctures. They create a barrier to gases, aromas, grease and oil. Bags, sleeves, tubing and sheeting can be created in custom sizes and colors. 1.800.777.2532; [www.knfcorporation.com](http://www.knfcorporation.com)

■ **FACULTATIEVE TECHNOLOGIES**, Medina, Ohio, recently received a Hermes Creative Award in the category of Best Ad Campaign. The campaign, based on the idea, "we have competitors but we have no competition," was developed by Kanet Advertising, Cincinnati, Ohio. The awards are judged by the Association of Marketing and Communication Professionals. 1 888.883.2876; [www.facultatieve\\_technologies.com](http://www.facultatieve_technologies.com)

■ **KUBOTA**, Torrance, California, has introduced the RTV1100 with premium grand cab, a utility vehicle engineered for all-weather protection and comfort with a



Oregon Memorials' Web site.

factory-installed cab, standard air conditioning, heater and defroster. A hydraulic bed-lift system is standard and it has a cargo-load capacity of more than 1,100 pounds. 1 888.458.2682; [www.kubota.com](http://www.kubota.com)

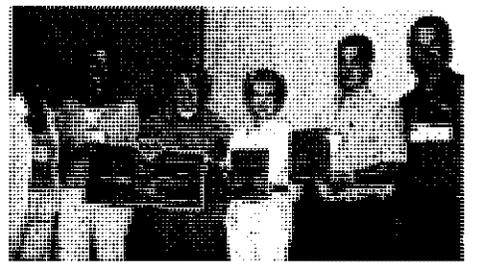


Jessee

■ **GREAT WESTERN INSURANCE CO.**, Ogden, Utah, has rehired Fred Jessee as regional manager for Northern California. Jessee previously worked for the company for nine years before taking a year off. [www.gwic.com](http://www.gwic.com)

1 866.689.1415

■ **PUPPY PAWS**, Pittsburgh, Pennsylvania, has introduced the Memory Paw pendant, paw-shaped jewelry for cat and dog owners that can hold a small amount of cremated remains, sealed in place with resin enamel. The pendant is available in sterling silver or white or yellow gold, and can be engraved. 412.221.7076; [www.puppypaws.com](http://www.puppypaws.com)



Linda Darby-Sempsrott (left) and Rich Darby of Trigard flank representatives of Watts Vault & Monument Co., which received three awards during the Trigard dealer convention.

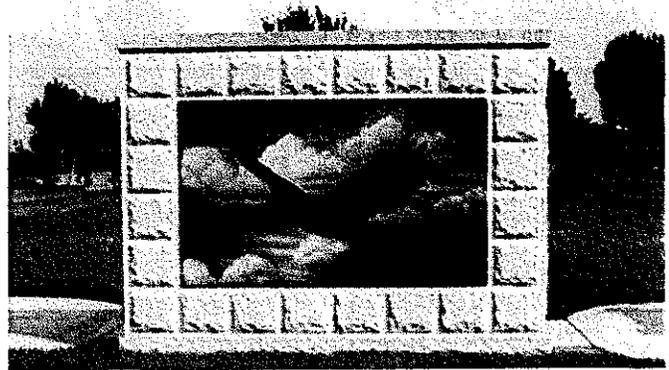
■ **TRIGARD**, Danville, Illinois, recently presented sales and achievement awards to vault dealers. Watts Vault & Monument Co. was honored with awards for Highest Volume of Sales in 2006 and The Highest Percentage of Aegean Sales for 2006. Semper Concrete received the Highest Growth Percentage Award. Forsyth Brothers was recognized for celebrating 100 years in business, and Watts for celebrating 50 years. 1 800.637.1992; [www.trigard.com](http://www.trigard.com) □

# Industry News

## Oregon Memorials Site Wins B2B ACE Award

In June, the Business Marketing Association of New York City presented a 2007 B2B ACE Award for the new Oregon Memorials' Web site. The company, located in Hillsboro, Oregon (Portland area) is a Northwest wholesale only provider of customized granite memorials, columbaria, and public art installations.

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Featured on the Oregon Memorials' award-winning Web site is this main unit on a new columbarium in South East Lawn Memorial Park, Elk Grove, CA. The unit holds 48 niches and is nearly 8 ft tall and 9 ft wide, made from grey granite with black shutters, with the eagle in flight on the back. The eagle was done on a 3-cm slab of black granite and is inset into the back of the unit. Using a combination of diamond etch sanding and airbrushing, Oregon Memorials' award-winning artist Hibiki Miyazaki blended, shaded and smoothed the design into a lifelike image of the eagle in flight.

and publications, including American Express, Verizon, Forbes.com, Motorola, *Business Week*, and well-known marketing agencies.

The Oregon Memorials site ([www.oregonmemorials.com](http://www.oregonmemorials.com)) showcases the company's comprehensive solutions and features a virtual Memorial Builder—a Flash tool that lets cemeteries and funeral homes create and preview memorial options.

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**MBNA networking:** [www.oregonmemorials.com](http://www.oregonmemorials.com);  
+1 800 767 7866

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Exhibits. (253)588-7111.

**New York State FDA** - Aug 19-22, Saratoga Hotel, Saratoga, NY. Exhibits. (800)291-2629

**New Jersey State FDA** - Sep 17-20, Bally's, Atlantic City, NJ. Exhibits. (800)734-3712.

**Catholic Cemetery Conference** - Sep 18-21, Marriott Desert Ridge Resort & Spa, Phoenix, AZ. Exhibits. (888)850-8131.

**Illinois Cemetery & Fun Home Assoc** - Sep 19-20, Holiday Inn Willowbrook, Willowbrook, IL. (866)758-7731.

**Washington Cemetery & Fun Assoc** - Sep 20-22, Semiahmoo Hotel, Blaine, WA. Exhibits (888)522-7637.

**Preferred Funeral Directors International** - Sep 22-25, The Townsend Hotel, Birmingham, MI. (727)524-8100.

**Texas Cemeteries Assoc Maintenance Conference** - Sep 25-26, Holiday Inn Express Hotel & Suites, The Woodlands, TX. (817)336-0584.

**Cemetery and Mortuary Assoc of California Fall Conference** - Oct 1-3, The Meritage Resort at Napa, Napa, CA. (916)441-4533.

**Cemetery Assoc of Oregon Fall Conference** - Oct 4-5, Salishan Spa & Golf Resort, Glendon Beach, OR. (503) 324-9075

**NFDA** - Oct 7-10, Las Vegas Convention Center, Las Vegas, NV. Exhibits. (800)228-6332.

**Hawaii FDA** - Oct 11-14, Golden Nuggett Hotel, Las Vegas, NV. (808)537-5377.

**The Funeral Service Professional Association** - meets every Sunday night online at 8pm for discussion at [www.embalmer.com](http://www.embalmer.com).

**NFDA Family Business Conference** - Aug 13-14, Cleveland, OH. (800)228-6332.

**Mortuary Management/Funeral Monitor Seminar** - Aug 13-14, Sir Francis Drake Hotel, San Francisco, CA. (800)453-1199.

**OGR Educational Seminars "Building a Better Funeral Home from the Inside Out"** - "The Interior View" Sep 16-18, Charleston Place Hotel, Charleston, SC. "The Exterior View" Nov 4-7, The Pointe South Mountain Resort, Phoenix, AZ. (800)637-8030.

**Jewish Funl Dirs of America Annual Meeting** - Oct 21-25, Grand Floridian Hotel, Orlando, FL. (781)477-9300

**Frederick R. Laffond Annual Management Seminar by New England Cemetery Assoc** - Nov 27-29, New England Center, University of New Hampshire (203)624-5505

**OGR Special Purpose Symposium "Break Away to Barbados"** - Jan 31-Feb 6, 2008, Hilton Barbados Hotel, Barbados. (800)637-8030.

**MKJ Marketing 2008 Seminars** - Feb 11-13, The Charter Resort, Beaver Creek, CO. Mar 11-12, The Naples Grand Resort, Naples, FL. 1-888-MKJ-1566.

a genuine leather band and polished alloy casing. Cost includes shipping (each watch is carefully wrapped in a black velvet wallet style pouch and plastic sleeve) and a one-year warranty.

Order online at [abbottandhast.com](http://abbottandhast.com), just click the Death Care Web Store box or call (800)453-1199.

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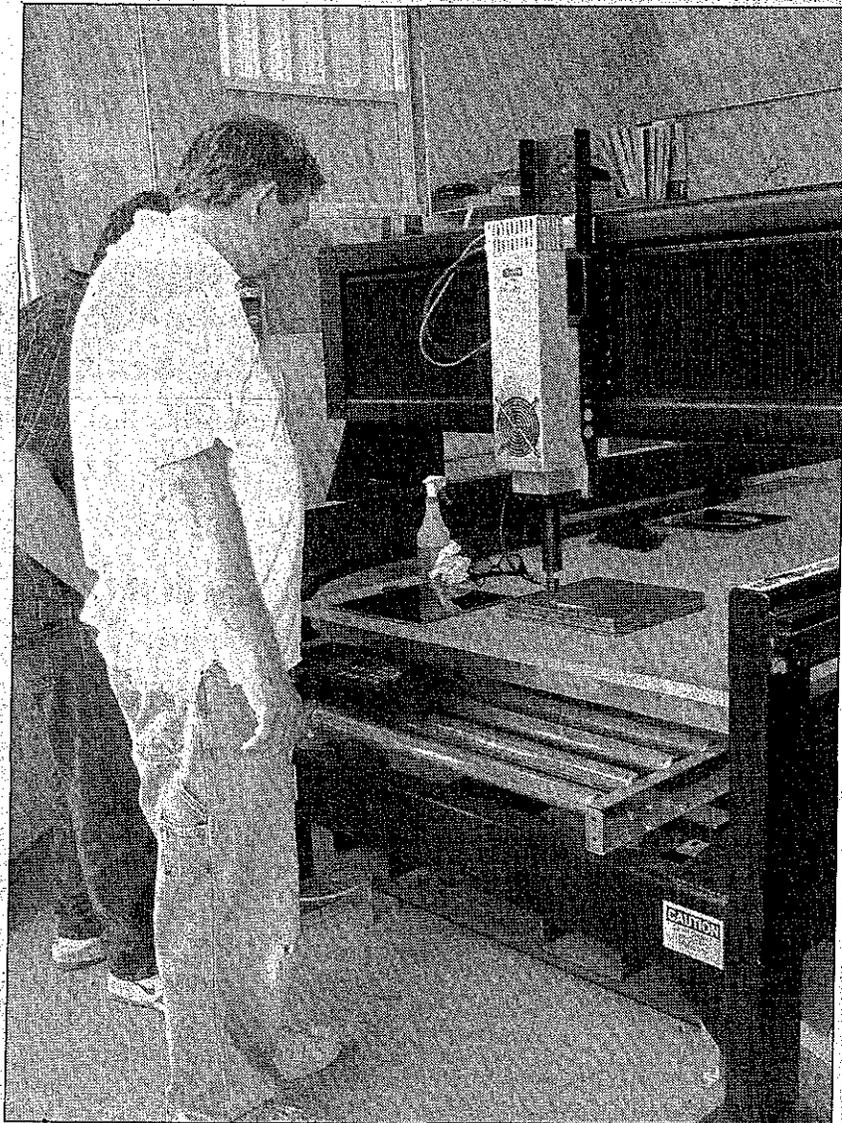
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**Technical Embalming Seminars—2007**

**Lee Nielsen helps with a test run of the laser engraving machine purchased by Oregon Memorials less than a year ago. The computer-driven machine can duplicate high resolution photographs directly onto the polished surface of the granite slabs placed below.**

Susan Gordanier  
*The Argus*



## Oregon Memorials on industry's cutting edge

By Susan Gordanier  
*The Argus*

One of Hillsboro's most traditional businesses has won an award in the most contemporary of genres.

Oregon Memorials Web site won second-place in the Corporate/Brand category of the 2007 ACE Awards contest conducted by The Business Marketing Association of New York City, an organization that focuses on business-to-business marketing.

service.

Focusing on and growing Oregon Memorials has proven a good decision. The company has continued to expand and now serves clients as far south as Sacramento, Calif., and throughout the Northwest, into Idaho.

"We can usually turn around a stone on special order in five days," Bronleewe said, explaining how the company has been able to reach its current size. They keep as many as 6,000 mon-

Elite Granite and Marble specializes in one-of-a-kind counters and tiles for retail customers. They handle the entire process: cutting, polishing and installing the stone. The company is currently doing all the granite work for Portland's Riverscape project, Bronleewe said.

Oregon Memorials Special Projects handle unusual commissions including public art projects. They recently won the contract to build a memorial outside

Flash technology to allow funeral home and cemetery directors to customize memorials online and print them for their own clients' approval.

The site went live in January 2007. A later phase is planned to add more complex features and real-time design.

Nielsen used the Internet to locate a Web site designer capable of producing the type of site Oregon Memorials envisioned. The winner was The Overland Agency, an interactive advertising firm based in Portland.

Their Web presence is just one way Oregon Memorials has adapted to changing markets.

Founder Gordon Bronleewe first bought a monument shop near the intersection of Fifth Avenue and Main Street in 1947, said Sam Bronleewe, his son and company vice president. In 1958 the father purchased Fir Lawn Cemetery and in 1985 built an adjacent funeral home.

In 1987, they purchased the property at 1299 NE 25th Ave. to provide a permanent home for Oregon Memorials, which had relocated several times over the years as the business expanded.

Both the funeral home and cemetery were sold in 1997. Bronleewe said the growth of cremation cut into the funeral service industry, and it was no longer possible for the company to survive providing only local

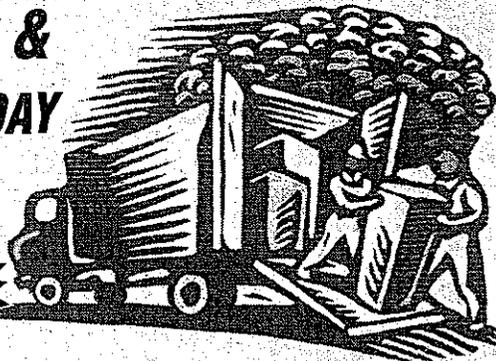
subsidiaries, also operating at the 25th Avenue site

you can imagine it, we can create it in stone."

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