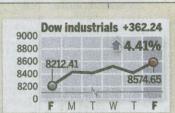
BUSINESS

New faces, new places: Who's moving up, on and over. 2D

#### Looking ahead

The first-quarter earnings reporting season begins to wind down, but plenty of economic data is on tap.





Market rewind: The week ended on a high note Friday as Wall Street cheered the slower pace of job losses in April and the news that big banks don't need as much capital as feared.

#### Changes

Starting Monday, the U.S. Postal Service increases the price of a first-class stamp to 44 cents from 42 cents. Other postage costs also will increase.

#### Hearing

Milwaukee County Circuit Judge Thomas Cooper will hear arguments Monday in a lawsuit over Milwaukee's sick leave ordinance. Voters approved mandated sick pay last fall, but it's been put on hold while business interests fight the measure.

#### Gathering

Kohl's Corp. will report first-quarter earnings Thurs day morning, then convene annual meeting in the after noon at Pier Wisconsin.



Funeral homes branch out with pet services to help owners grieve

# Farewell, old friend

By JOE TASCHLER

jtaschler@journalsentinel.com

ichfield - A few years ago, Steve Shimon received a call from a family asking whether he could handle a graveside funeral service — for its dog.

Not wanting to disappoint a grieving family, Shimon, who owns Shimon Funeral Home in Hartford, arranged a simple ceremony at which the family could bid the beloved pet farewell.

The family's request planted the seed for a new business for Shimon. He and his sons, Matt and Mike, have opened Peaceful Pets, a pet funeral and cremation service in Richfield.

The business is part of a trend in the United States in which funeral directors are adding services for pets - almost always at locations separate from the human funeral home — to their list of services.

The trend is part of the changing land-

scape of the U.S. funeral industry.

"In the funeral business, more and more cremations are taking place, and that means less revenue for funeral businesses," Steve Shimon said.

The entire funeral industry model is changing, said R. Brian Burkhardt, a funeral director in Wheaton, Ill., who blogs about the industry at yourfuneralguy.com.

Consumers are spending less on funeral services, the result of the economic downturn. "People are cutting back because they have to," Burkhardt said. "People are walking in and demanding less.

That's why the Shimons and others are branching out.

"It's a way of offering more services to the families that we serve," said Ellen McBrayer, an Atlanta-area funeral director who is also a spokeswoman for the Brook-

Please see PETS, 2D

Brothers Matt (above, left) and Mike Shimon and father Steve own Richfield-based Peaceful Pets, a pet funeral and cremation service. Stanley. their energetic 1-year-old chocolate lab, spends most days at the business and helps greet customers.

"A majority of people consider pets a member of the family."

Sandi Sawchuk, veterinarian

**INVESTMENT TRENDS** 

# For-profi schools may teac investors

Analyst says their falli prices are only tempor

By KATHLEEN GALLAGHER

gallagher@journalsentinel.com

A number of for-profit educ firms, victims of their own su have seen their stock prices t Companies such as Apollo (

Inc. (APOL), Devry Inc. (DV ITT Educational Services Inc. performed tremendously we people lost their jobs and turi

them for tra said Amy W. Ju senior research lyst at Rober Baird & Co. ir waukee. But investors

are looking

have more u potential. "Even

their fundame

remain strong, stocks are unde forming the m

year-to-date be investors locked in gain moved to ch sectors like re

Junker

Capella Education Co. (CPLA)

rants or retail, ker said. For most for it schools, e

ments pro won't increase at rates of 20 more, as they did previously

That might seem like a profor an education stock analys

Junker isn't fazed. We're recommending inve buy the really high-quality co nies, and those that are targ more of the working adult po

tion, vs. companies that targe skilled workers," she said. Strayer Education Inc. (S \$184.24), Arlington, Va., ope Strayer University, which working adults undergraduat graduate degree programs in ness, accounting, inform technology, education and p administration. Its shares traded between \$143.53 and \$ in the last 52 weeks.

Its typical student is 35 yea and has two years of college e tion, Junker said.

education offering and also high-quality management wh

'It's just a really high-q

WISCONSIN TICKER

# Baylake Bank fortunes finally looking brighter

N Jo S

### NEW FACES, **NEW PLACES** PEOPLE IN BUSINESS

#### Communication

Z2 Marketing, Pewaukee, hired Dawn Finnegan as vice president

#### Education

Milwaukee School of Engineering promoted Subha Kumpaty. **Douglas Stahl and Stephen** Williams to professors and Bass Abushakra and Carma Stahnke to associate professors

#### **Financial institutions**

J.P. Morgan added Mary Schuler and John O'Hare as wealth managers in their private wealth manage-

#### **Health care**

Madison Medical Affiliates added urologists Christopher M. Kearns, Kevin R. Gee and Peter Slocum at its Cedarburg and Columbia Medical Arts Building locations.

Red Oak Medical, Chicago, hired Mark Bishop as regional sales manager for southeast Wisconsin.

#### Hospitality

Wilderness Hotel & Golf Resort, Wisconsin Dells, named Joe Eck as general manager.

#### **Manufacturing Mayville Engineering Company** named Ed Paradowski to vice president of the new engineered products division.

#### **Professional services**

J. F. Ahern Co. named Ryan Bittner as its new chief financial officer and vice president of finance and corporate services.

GRAEF added Randolph Videkovich as land and water resources team leader in its Milwaukee office and named Terry Foster, Paul Gorski, Bryan Mentzel, Joseph Pepitone, Jr., Mike Rudolph and Steven Schowalter

Omni Resources, promoted Gail Ondresky to vice president responsible for branch operations in Appleton, Madison, Milwaukee and

**Eppstein Uhen Architects** named Jennifer Holpfer as sustainability specialist and hired Kit Dailey as a public information specialist and Jeff Hoffmann as a senior living specialist.

Quality Catering for Kids Inc. promoted Tracy Casanova to general manager and vice president of sales and marketing.

AirTran Airways named Andrew Aschenbrenner regional sales manager for Milwaukee, Chicago and Minneapolis.

MasterLink, Menomonee Falls, promoted Joan Bridge to presi-

#### **Real Estate**

**Shorewest Realtors** hired Kelly Stanich as a sales associate at the Kenosha office.

#### **Sports**

The Milwaukee Brewers promoted Jill Aronoff to senior director of merchandise branding.

New Faces New Places features news about personnel changes at Wisconsin businesses as a free service. A selection of photos will be printed each week. Please include the name on the back of each picture. Photos cannot be returned. Releases are printed in the order received. Deadline: Tuesday prior to publication. Submissions can be emailed to jsbiz@journalsentinel.com or mailed to New Faces New Places, P.O. Box 371, Milwaukee, WI 53201-0371.

#### From page 1

## PETS

## Demand for funerals up

field-based National Funeral Directors Association.

Peaceful Pets is a response to customer requests, Shimon said. It's also a response to his sons' decisions to follow him into the family busi-

Matt, 24, is completing his studies and testing to become a licensed funeral director. Mike, 21, is studying to become a funeral director.

They will handle most of the day-to-day operation of Peaceful Pets.

"We've researched it quite a bit and saw that there was a need," Mike Shimon said.

#### Pet expenses growing

According to the American Pet Products Association, 63% of U.S. households have a pet. That's about 71.1 millions homes, the association says.

Pet industry expenditures this year are estimated at \$45.4 billion.

Pet funeral services provide an opportunity for grieving and social support, said Sandi Sawchuk, a veterinarian and primary care chief of staff at the veterinary teaching hospital at the University of Wisconsin School of Veterinary Medicine. "People need that," she said. "A majority of people consider pets a member of the family."

Adding a pet crematorium is not a cheap proposition. The price starts at \$60,000 to \$75,000, said Bob Walczyk Jr.

Walczyk expanded into the pet funeral industry a few years ago.

"A lot of funeral homes are getting into it," said Walczyk, owner of Proko-Wall Funeral Home and Crematory and Forever Friends Pet Cremation Services in Green Bay.

**INDICATOR** 

Monday

Before entering the pet funeral business, Walczyk hired a company to do market research. The research showed there was a demand for the service.

He went to his bank and Forever Friends was launched.

He says he doesn't expect it to supplant the human funeral business. "Is it going to bring in a million dollars? No, it's not," he said. But the pet business has grown every year since he started it.

#### Variety of services

There are caskets for everything from guinea pigs to Rottweilers, and you can store your pet's cremated remains in a variety of urns and pendants, even a cylindrical urn that fits neatly into the stock of your shotgun if you want to continue taking a remembrance of a beloved hunting dog into the field with you. Prices for urns start around \$60.

Prices for the Shimons' Peaceful Pets Cremation Services range from \$195 to \$695, according to a company brochure. The least-expensive package includes pickup of the pet from your home or vet's office, a keepsake fur clipping and ceramic paw print, and the return of the cremains in a temporary container. A permanent urn can be purchased separately.

The \$695 package includes pickup of the pet, private use of a visitation room, a 60-day tribute page on the company Web site, a hardwood casket, fur clipping, clay paw print impression, keepsake picture frame and a personalized memorial

Pet funeral services are available 24 hours a day. Business appears to be plentiful.

"I never know when I'm going to get a call," said David Bloomer, the pet funeral division manager for Proko-Wall.

"The way I look at it, I'm helping a family in a time of need. That's the joy in it.'

PERIOD

## **Weekly economic indicators**

WEEK OF MAY 11, 2009

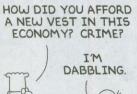
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No major indicators		
Tuesday		
Trade balance	March	-\$29.1 billion
Wednesday		
Import Price Index	April	0.4%
Advance retail sales	April	0.0%
Retail sales minus autos	April	0.0%
Thursday		
Producer Price Index	April	0.1%
PPI minus food and energy	April	0.1%
Friday		
Consumer Price Index	April	0.0%
CPI minus food and energy	April	0.1%
Industrial Production	April	-0.5%
Capacity Utilization	April	68.9%







May



# CLASSIFII

Place an ad by phone or online 414.224.2121 jsonline.com/classified

#### jsonline.com/classified



## 301 EOE

## **EQUAL EMPLOYMENT OPPORTUNITY**

The employment ads advertised in this newspaper are subject to federal and state laws, which prohibit discrimination on the basis of age, race, creed, color, disability, marital status, sex. national origin, ancestry or sexual orientation. Ads may not be in violation of the Civil Rights Act or 1964, the Wisconsin Fair Employment Act as amended, or the Americans with Disabilities Act.

#### 307 Schools, etc.

Sonographer CALL NOW! 1.888.644.5929 6737 W Washington St Ste. 2355 West Allis, WI 53214

Sanford-Brown College Train as a: Radiographer CALL NOW! 1.888.364.4111 6737 W Washington St Ste. 2355 West Allis, WI 53214

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Train to become one in less time than you think! Call now for more information: 800-982-2430 dept. 204 Kaplan College 111 W Pleasant St #101 Milwaukee, WI 53212

Why should you train as a Computer Support Technician?
Because they run the Computers that keep Businesses running! For a Brochure, call now!
800-982-2430 dept. 204 Kaplan Institute 111 W. Pleasant Street Suite 101 Milwaukee, WI 53212

## 319 Property Management

APARTMENT Manager In St. Francis 1 BR apts. seeking on site mgr. for 20 units must have people & maintenance skills. Fax resume to 262-786-3096

#### 326 Office and Clerical

Customer Service Growing Finance Co. looking for motivated people for Milwaukee area FT 847-894-6195

#### 327 Managerial

RETAIL STORE MGR. Leadership exp. re-quired. Send resume and salary require-ments to: PO Box 10, Butler, WI 53007

#### 328 Health Care

DENTAL OFFICE BUSINESS ASSISTANT BUSINESS ASSISTANT Busy Brookfield office Full-time (4 days), Well organized self-starter W/ Sharp business skills, Computer & dental experience required. Excellent benefit package, Pay commensurate W/ ex-perience, 262-796-1168

## CareCenter LPN

Hales Corners Care Center, a five star resi-dent centered 62 bed SNF/Rehab facility has open positions for LPN and Med Tech's.

#### **OPEN POSITIONS**

- Full time LPN PM shift (2:00 10:30PM)
- Med Tech's
- LPN In house pool If interested apply in person, fax or email

## 329 Professional-Technical

**Oracle Supply Chain TechnoFunctional** Leader

Regal-Beloit Corporation is seeking an
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TechnoFunctional
Leader for its LEESON
facility in Grafton, WI.
Will lead the technical
and functional efforts
of Oracle eBusiness
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Mgt. (SCM) module
setup and deployment
(incl. business req.
gathering, GAP analysis, sol. dsgn., workaround solution dsgn.,
root cause analysis and
solution impl., test plan
prep., unit testing,
funct. arch, workflow
dsgn., system integration testing, UAT, gopolive preparation and
production support) to
meet bus. reqs., align
IT solutions and drive
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IT solutions and drive business process reengineering and related lean concepts through Oracle ERP and related IS best practice dep. Req. Bachelor's degree in a field of Eng'g or Comp. Sc. plus 5 yrs functiona and technical exp. in a supply chain, distr. or mfg. envt. with Oracle eBusiness Sulte (ver. 111 or above) SCM app./module complete life cycle dev./impl., support, upgrade, enhancement or.maintenance projects. If interested in applying, email resume to apply here@regalbeloit.com. EOE M/F/D/ Traffic Manager
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seeking experienced
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required. Forward resume and salary requirements to
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# 330 Sales & Marketing

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Mature, hard-working,
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Willing to train the right candidates. For a confidential interview, call Brian Erkkila or Brad Braun at 262-542-5781.

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Wilde Honda, Milwaukee's Largest Honda
Dealer has an opening in new vehicle
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18 in Waukesha and
is seeking a career 18 in Waukesha and is seeking a career minded, energetic and enthusiastic individual. Wilde Honda offers a 40hr work week, competitive salary plus commission compensation plan, 401K, paid vacation and health & dental plan. No sales experience required. Please contact Keith Fernandez 262-513-2742 or email kfernandez@wilde honda.com

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We are looking to add 2 highly motivated Salespeople. If you possess a positive attitude, are technically savvy and enjoy a retail environment, we want to talk to you! Take advantage of lots of traffic, up to 40% commission, weekly payroll, paid training & more. Apply within or send resume to Terry Schwieso at: tswilde@execpc.com

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year income 67-88K, no
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with people, details
and follow through,
send cover letter and
resume (no calls) to:
Saint John's Saint John's

On the Lake /Madeline 1840 N. Prospect Ave. Milwaukee, WI 53202

Are you intuitive?
When you communicate with others, are they often surprised at how clearly you understand them? Do they often respond with the word "EXACTLY" as if to say that you were able to articulate their idea(s) better than them? If so, you may not realize that you possess a gift -a gift that you may not be utilizing if you are not being paid to communicate, teach or consult for a living. We've been in the business of helping people in the Milwaukee area for 20 years; our reputation is second to none, and our consultants (many of whom were in unrelated, low-paying fields) have incomes ranging from \$75 - \$260,000. If you enjoy working in an innovative, creative, light-hearted and funbut team and goal-oriented atmosphere, call us at 262-786-4090, Ask for Tim.

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332 Miscellaneous Employment

132 Personals

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Owner ret yrs. of co Corn, Ma sale. This profit ma (920)739

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Sports flooring company in Washington
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**Fundraising** 

332 Miscellaneous Employment

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Teami We have the following opportunity for CO-MANAGER
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Greenfield, WI



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Drexel area, 4 month old male, tan w/black stripes & spots. Greatly missed by family. \$100 reward. 414-719-3760

LOST DOG: Yorkshire Mix, female, brown, Riverwest Area. RE-WARD! 414-916-4055 Men's Wedding Ring, white gold, lost 5/3/09 far South Side. (414)761-1413

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## **140 Special Notices**

See Monday's Business section for Business Opportunities Business for Sale and more!

OPEN YOUR WORLD

150 Opportunities-Franchises

From page 1

DILBERT



University of Michigan Confidence

Source: Bloomberg News

