

# MEM<sup>®</sup>

MAKING *everlasting* MEMORIES<sup>®</sup>

## OVERVIEW 2012



*Along the path memories are created,  
lives are remembered,  
and stories are shared that will never be forgotten*

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# WHO WE ARE & WHAT WE DO

Making Everlasting Memories® (MeM®) is a leading provider of memory archiving and publishing services, providing the tools to enhance the way people celebrate, share and store their most cherished moments.

Since 1995, we've made it our mission to create new and innovative ways for families, individuals and organizations to tell their stories, commemorate special events, honor amazing people and preserve their lifelong memories.



With just a quick input of images and text, our easy-to-use applications allow families to create an impressive array of keepsake items: story books, stationery items, movies, even web pages—all personalized with family photos, captions, messages from loved ones, biographical information, and more.

MeM products are distributed through thousands of businesses across North America, touching the lives of millions of people worldwide. Our affiliate customers gain valuable opportunity to boost customer satisfaction, strengthen their own brands, and build better relationships with the people they serve.



# AT A GLANCE

- Founded: 1995
- Headquarters: Cincinnati, OH
- Employees: 30+
- Services
  - Custom web and mobile development
  - Private labeling to maintain brand awareness
  - Integration of QR code capability
  - Web-based tools to enhance event commemoration
    - Image acquisition and editing
    - Movie production
    - Audio capture
    - DVD creation
    - Biography writer
  - Data acquisition, storage and management
  - Personalized stationery items, with ability to include QR code
  - Full-color, variable length, hard and softcover story books
  - Ability to uniquely combine image, audio and text content
  - Service-oriented architecture, web services and standard API



# PRODUCT PORTFOLIO

Whether documenting a child's first steps, tracing a family's rich genealogical history, or honoring the memory of a loved one, MeM products capture what's most important. Our patented mobile technology makes every story available on-demand from anywhere in the world.

**EVERLASTING MEMORIAL®** - Helps families tell and archive the story of a life. A meaningful, enduring legacy to be shared with future generations, the Everlasting Memorial combines a biography, images (such as photographs, awards and certificates) and loving thoughts from friends and family in both written and spoken form. Offered at nearly 2,000 funeral homes throughout North America.



## **FAMILY HERITAGE REGISTRY®** -

Helps families organize and document their rich genealogical history. The Registry Graveside Notice adorns the final resting place of those with a Registry, referring visitors to [www.FamilyHeritageRegistry.com](http://www.FamilyHeritageRegistry.com). At the site, they may explore the stories and other information that families have chosen to share. Offered at more than 400 cemeteries throughout North America.

**GROWING MEMORIES®** - Build a child's life story from birth, or celebrate birthdays, weddings or other special events. This family of products allows you to publish photos, written biographies and special thoughts as well as create a multimedia movie to share with loved ones around the world.



**MY PET STORY™** -Whether creating an online remembrance to a lost pet or scrapbooking the ongoing life of a best friend, My Pet Story gives you the tools to publish a lifetime of these precious memories.

**MEM ANNOUNCEMENT™** -

Gives notice of a special life event, from the moment she said "yes!" to the birth of the first child. Features include one photo, story text, and the ability to connect via the online guest book.



# INNOVATIONS

**PATENT NUMBER: 6,340,978**

Date Issued: 1/22/2002

Method and Apparatus for Recording and presenting Life Stories

**PATENT NUMBER: 7,222,120**

Date Issued: 5/22/2007

Methods of Providing a Registry Service

**PATENT NUMBER: 7,287,225**

Date Issued: 10/23/2007

Method and System for Presenting Linked Life Stories

**PATENT NUMBER: 7,624,344**

Date Issued: 11/24/2009

Method and System for Creating a Video Presentation

**PATENT NUMBER: 7,657,835**

Date Issued: 2/2/2010

Method and System for Creating a Commemorative Presentation

**PATENT NUMBER: 7,671,902**

Date Issued: 3/2/2010

Image Capture and Distribution System and Method

**PATENT NUMBER: 7,984,380**

Date Issued: 7/19/2011

Method for automatically creating book definitions



# NOTABLE PROJECTS

Individuals and institutions rely on the superior quality products and services MeM has to offer. We've been honored to produce work which celebrates the lives of these distinguished individuals as well as the history of revered organizations.

## **PRESIDENT GERALD R. FORD**

- Full-color, soft cover book created to document President Ford's state funeral services and ceremonies; currently on sale at the Gerald R. Ford Presidential Library and Museum.
- Tribute movies honoring the life and service of President Ford, shown during the funeral services as well as the United States Postal Service unveiling of the President Ford commemorative stamp.

## **HENRY KISSINGER**

- Custom movie highlighting the life and career of the 56th Secretary of State, shown at a Gerald R. Ford Foundation event.

## **PONTIFICAL NORTH AMERICAN COLLEGE**

- Full-color, hardcover book detailing the 150-year history of the college.
- Full-color, soft cover book and custom movie created for the college's 2006 campaign.

## **JIM FYFFE**

- Custom movie paying tribute to the "Voice of the Auburn Tigers," shown on the jumbotron at Jordan- Hare Stadium. To view the movie, please visit [www.MeM.com](http://www.MeM.com) and enter James Fyffe in the search fields.



# LEADERSHIP

## **G. SCOTT MINDRUM, PRESIDENT, CEO AND FOUNDER**

M.B.A. University of Notre Dame

B.B.A. Accounting, Eastern Kentucky University

Certified Public Accountant (State of Ohio)

Mindrum has had the privilege and advantage of working with and for some of the top entrepreneurs in the Cincinnati/Tri-State area. A Certified Public Accountant, he has personally been involved in over \$1 billion worth of merger/acquisition deals in his career before founding Making Everlasting Memories (MeM).



Formerly a manager within the Entrepreneurial Services Division of Ernst and Young, Mindrum was personally involved with his clients, small business owners and entrepreneurs in the Cincinnati and Northern Kentucky markets. Mindrum left the firm in 1990 to begin a career in corporate mergers and acquisitions working for Chiquita Brands International, Inc. There, he learned proven, world-class and highly disciplined valuation techniques, acquisition analysis and business combination strategies.

Traveling the world and closing large and complex transactions for Chiquita, Mindrum took an opportunity to turn his focus on “angel investor” and venture capital. Experiences with these local and very successful entrepreneurs included mergers and acquisitions, corporate planning and development, finance and debt negotiations and post-acquisition integration management.

Mindrum’s expertise lies in creating strategy and vision for companies (specifically start-ups), building company culture, product design and development, product marketing strategy, business development techniques and capital allocation. In addition, he possesses strong skills and valuable experience in communicating highly technical concepts into marketable, easy-to-understand business offerings for consumers.

## **STEVE SEFTON, VICE PRESIDENT AND COO**

M.B.A. Accounting, Xavier University

B.S. Systems Analysis, Miami University (Ohio)

From 1982 to 1996, Sefton worked in the nuclear weapons industry (EG&G Mound Applied Technologies), serving in a number of application development, system software, and management capacities. Here Sefton gained considerable experience with financial, inventory, and engineering systems along with project management, budgeting, and security techniques for high-tech environments. Ultimately, he was responsible for all aspects of information technology at the Mound facility including: application development, system and database management, network and telecom, data center operations, and PC desktop support.



Sefton left EG&G to pursue interests of a more entrepreneurial nature. From 1996 to 1999, he practiced independently as an information systems consultant to senior management for numerous firms. Consulting projects included Y2K compliance contracts, long-term information technology plans, major information system project management, and product rollout strategy development.

Sefton joined the MeM team as a consultant in 1998, then formally as a corporate officer in 1999. He has served as architect and director of the major business processes and systems used to run the company, as well as assisting in financial, personnel, and strategy management. His experience working in the nuclear weapons industry has brought valuable, best-in-the world general and applications controls to the company, and was key to attracting investors to the concept.