

# Case Study



NORTHSTAR  
MEMORIAL GROUP

Employee  
Recognition  
Solution



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# Case Study - NorthStar Memorial Group

## EMPLOYEE RECOGNITION

North Star Memorial Group is a privately held funeral, cremation, and memorialization company founded by career professionals who believe that passion, accountability, courage, and trust are the keys to building a successful organization.

### The Challenge

To design and manufacture a custom-crafted sales award ring that symbolizes their NorthStar Mariners Club members' ability to navigate the constantly changing waters of their industry.

### The Solution

After numerous design changes and a tight timeline, the exceptional talents, skill, and patience of the entire Terryberry crew provided a high-quality custom award ring and helped to navigate this valued customer into port.

### The Results

NorthStar Memorial Group is delighted with their flagship award ring design. In just the second year after the launch of the program, there have been multiple repeat winners (diamond upgrades) and a significant number of new members. This ten-year award ring program has shaped up to be a very successful incentive program.