



For Immediate Release

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Cypress Lawn Memorial Park to Partner with Workflow Dynamics

Workflow Dynamics will utilize their exclusive IDEAS® process at the San Francisco Area Landmark

CINCINNATI—Workflow Dynamics (www.workflowdynamics.com) is pleased to announce its new partnership with San Francisco's Cypress Lawn Memorial Park (<http://www.cypresslawn.com>).

Cypress Lawn Memorial Park is an enormous indoor and outdoor art gallery of memorials and a rich repository of Northern California history. Established by Hamden Holmes Noble in 1892, this historic cemetery is located in Colma, California, a place known as the "City of the Silent." It is the final resting site for several members of the celebrated Hearst family plus other prominent citizens from the San Francisco area.

Workflow Dynamics will utilize their exclusive five-step process for performance improvement—**IDEAS®** ...*Inspect, Design, Evolve, Act and Sustain*—to improve Cypress Lawn's Sales Administration workflow.

"With **IDEAS**, our flagship product for helping organizations enhance bottom-line performance, we plan to design a whole new way of working for Cypress Lawn Memorial Park that enhances their existing heritage and customer service" says Workflow Dynamics founder and president Jackie Messersmith.

For more information about Workflow Dynamics and **IDEAS®** ...*the program for change*, contact Jackie Messersmith at (513) 233-3569 or email at Jackie@workflowdynamics.com.

About Workflow Dynamics

Workflow Dynamics, Inc. architects exceptional workplaces by simultaneously enhancing the efficiency of work, and the effectiveness of workers. Clients include Brethren Retirement Community, Great American Insurance, Spring Grove Cemetery, City of Cincinnati, American Red Cross, PrintManagement LLC, University of Cincinnati, Ellison Surface Technologies, Viox Services, and Willamette Industries.

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