



**THE OHIO CEMETERY ASSOCIATION**  
**2012 Winter Conference, Sales Spectacular & Awards Banquet**  
February 23, 24 & 25, 2012 • Embassy Suites, Dublin, Ohio

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## 2011 Rookie Award

### Recognize your Rookie!

During the Awards Banquet on Saturday evening, February 25, you will have the opportunity to recognize your Rookie, or Rookies for 2011.

The definition of a Rookie is: A sales employee who has been with your cemetery for less than twelve (12) months but has had outstanding success (there may be other metrics but total sales volume is always a place to start).

Cemetery: \_\_\_\_\_

Our Rookie is: \_\_\_\_\_

*(Please submit a separate sheet to tell us why you've chosen this person as your Rookie)*

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## 2011 Special Employee Award

### Recognize Your Special Employee!

This award goes to an employee, perhaps an administrative or grounds employee, who has exceeded expectations and has performed admirably for the past year.

Cemetery: \_\_\_\_\_

Our Special Employee is: \_\_\_\_\_

*(Please submit a separate sheet explaining why you are recognizing this employee)*

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## 2011 Marketing Award

### Recognize your Cemetery!

This award goes to cemeteries operating without the benefit of a full-time professional sales staff which during the year has introduced new services or merchandise (see Award Criteria on reverse side) that have generated a minimum total income volume of \$20,000. Our cemetery, \_\_\_\_\_, qualifies for this award.

*(Please submit a separate sheet describing what new services your cemetery has introduced this year and the total income generated)*



## **Recognition Award Criteria**

### **Rookie Award**

This award is designed to provide recognition to those Sales Professionals who have less than one (1) year of experience but who have provided outstanding service and/or produced extraordinary sales volume.

*(It is important to recognize new sales professionals who are succeeding)*

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### **Special Employee Award**

This award is for an employee at your cemetery who is deserving of recognition for achievement and outstanding performance during 2011. This might be a sales employee or an employee such as an office manager, administrative staff member or grounds staff member who has provided outstanding service.

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### **Marketing Award**

This award is designed to recognize Cemeteries that do not employ a sales staff but have successfully promoted new cemetery merchandise and/or services during the past year. This could include new scattering areas; new niches; new (mausoleum or lawn) crypts; new burial sections or gardens; etc. which have generated a minimum of \$20,000 in total income volume during 2011.

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Please use reverse side to submit names of award winners.

**Awards will be presented as part of the Awards Banquet on  
Saturday, February 25, 2012**