

OCA Journal

January 2021 | Volume 11 | Issue 1
Publication of the Ohio Cemetery Association

President's Message

Dear OCA Members,

I hope this letter finds you, your staff, and loved ones in good health. I am sure 2020 was an eventful and trying year for everyone, both mentally and physically. I know that here in SW Ohio the new year continues as the last ended, busy. At Spring Grove, we have been using all of our resources to provide the families we serve with the best possible funeral service and provide the Cincinnati community a beautiful, calming, and well-maintained place to visit.



The OCA will continue to provide its members with the best possible service. Even though we as an organization have not been able to meet face to face, our Board committees have remained in contact with each other for updates and our Board meets virtually on a regular basis. As always, our email inbox remains open for questions, comments, or suggestions from membership.

We do want to have some of our hallmark events in 2021, like the Awards Recognition event and our Summer Convention. Plans are in the works to continue with these events. As of this date, information on the Awards Recognition event can be found on the OCA website. We feel that by continuing to hold events, the OCA will remain relevant to its members and, hopefully, bring in new participation from those members. We also continue to want and need new membership. If you know of a cemetery, cemetery employee, or cemetery related business or supplier who might be interested in joining the OCA, please let us know and we will reach out to them.

Our Board has had some changes for 2021. Joseph Wilson has resigned as OCA Board President and I, as Vice President have assumed most presidential duties. The biggest change might be Marilyn Brandt, VP of Operations at Lakeview Cemetery in Cleveland, ending her run as President (past) and Board Member. She will still stay on our Legislative committee and lend valuable advice, as she always has. Her experience and wisdom will be missed.

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Please remember to stay safe, wear a mask, and keep your distance.

Chris Sullivan – OCA President
Manager of Burial Operations at
Spring Grove Cemetery & Arboretum
Spring Grove Funeral Homes
Oak Hill Cemetery
4521 Spring Grove Avenue
Cincinnati, OH 45232
csullivan@springgrove.org
513.853.6879 (direct phone)



To another OCA member who has generously contributed to supporting our association in 2020

The Arlington Memorial Gardens - Cincinnati

OCA Awards Recognition For 2020

Hello Everyone,

This is the time of year when we are preparing for the Annual Awards Banquet. Sadly, as with so many other events, we will not be able to celebrate together.



We would like to help each cemetery to provide their own celebration for their Family Service Advisors and other Special Employees. This might be a good year to recognize all of your staff for working diligently through the 2020 COVID crisis.

If you will complete the forms attached as usual, we would like to order and distribute the plaques for your award winners to use during your private celebrations. Please get these to us by February 15 so we can get these ordered. We would also like to supply everyone with a full list of award winners and a way to congratulate each other. The list of award winners will be posted on the OCA website. More info to come.

So let's make the best of these circumstances, celebrate last year's successes and prepare for a 2021 COMEBACK! Get those forms in as soon as you can and we'll keep everyone posted as to and estimated ship date so you can begin making plans.

Good luck and hoping everyone stays safe and has a great 2021.

Kirk Roberts, OCA Board Member/Past President
Sherwood Memorial Gardens

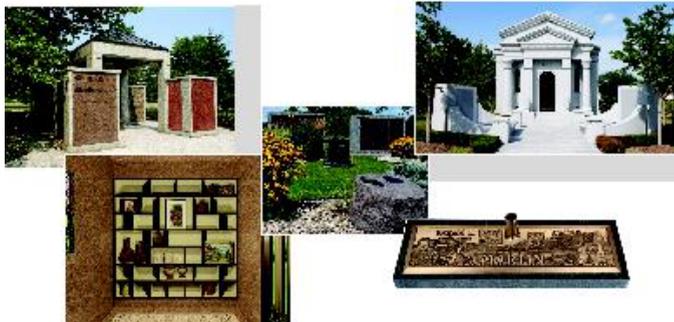


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THE OHIO CEMETERY ASSOCIATION

2020 Rookie Award

RECOGNIZE YOUR ROOKIE:

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).

Name of Rookie: _____ (Please print)

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

2020 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: _____ (Please print)

Our Special Employee is: _____ (Please print)

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

AWARD FORMS MUST BE SUBMITTED NO LATER THAN FEBRUARY 15, 2021

**SUBMIT TO: THE OHIO CEMETERY ASSOCIATION 219 WEBBSHAW DRIVE • CENTERVILLE,
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THE OHIO CEMETERY ASSOCIATION

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)

Special Employee Award

This award is for an employee at your cemetery who is deserving of recognition for achievement and outstanding performance during the past year. 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.



THE OHIO CEMETERY ASSOCIATION

SALES AWARD CRITERIA FOR 2020

2020 Minimum Volume Production for Sales Professionals

\$225,000.00 is the minimum qualifying volume consisting of the following sales components: Mausoleum; Lawn Crypts; Niches; Ground Spaces; Vaults; Markers/Monuments/Memorials; Chapel Vaults; Caskets; Urns; Openings & Closings; Funeral Services. At-Need Merchandise also will count toward minimum production.

Sales Categories - All Categories are based on Average Sales

Category #1 • Average Sale of \$1.00 - \$2,500.00

Category #2 • Average Sale of \$2,501.00 and Greater

Category #3 • Average Sale Includes 25% or More From At-Need Sales Volume

Category #4 • Average Sale Includes 25% or More From Funeral Services/Funeral Merchandise Sales Volume

Award Winners

Cemetery: _____ City: _____

(Instructions: Please print information and include the appropriate category #)

Name of Sales Manager _____ email _____

| Name: | Category: | Total Volume: | Average Sale: |
|--------------|------------------|----------------------|----------------------|
| 1. _____ | _____ | \$ _____ | \$ _____ |
| 2. _____ | _____ | \$ _____ | \$ _____ |
| 3. _____ | _____ | \$ _____ | \$ _____ |
| 4. _____ | _____ | \$ _____ | \$ _____ |
| 5. _____ | _____ | \$ _____ | \$ _____ |
| 6. _____ | _____ | \$ _____ | \$ _____ |
| 7. _____ | _____ | \$ _____ | \$ _____ |
| 8. _____ | _____ | \$ _____ | \$ _____ |
| 9. _____ | _____ | \$ _____ | \$ _____ |
| 10. _____ | _____ | \$ _____ | \$ _____ |

PLEASE SUBMIT BY FEBRUARY 15, 2021 To: The Ohio Cemetery Association
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Cemetery Spotlight - Forest Hill Cemetery & Arboretum – Piqua, Ohio

Here at Forest Hill Cemetery we have seen many changes in the last few years and are looking forward to the upcoming year.



Over these last couple of years, Forest Hill has received many grants and gifts to improve the landscape and add features. We started years ago by meeting with civic groups, churches, and talked at the local library. We talked about the history of the cemetery, where we would like to go, and answered many questions. I wrote articles for our local newspaper about the cemetery as well. What we have done now will begin to reward us in the future. Nearly all the listed gifts in the article have come from those who have seen what we have done and listened to the talks. Listening to the public and working closely with ideas makes a big difference to the taxpayer as we are a public cemetery. What have we done and where will we go?

Two large granite tablets were joined to become a book with a nice poem and soon will also have a brick sidewalk leading to the tablets with several sitting granite benches.



We also received a grant to implement a new computer mapping program that will provide great resources for the general public. This is still ongoing as it will take some time to input over 30,000 burials. Our website, which we do ourselves, has the web address for our map and information program. www.foresthillpiqua.com.

In the spring of 2020, we began work on a new sign that announces “Forest Hill Cemetery & Arboretum”, this brick wall is well displayed at the main intersection of two busy roadways. Lighting it up at night was also provided.

In addition to this, a local family provided the funds to place a Verdin Clock just inside the new signage wall, along with this they are also providing a bench to sit on and enjoy the sights.

In the upcoming new year, we plan to remove the current fountain and replace much of it with a new version. The new version will have a completely different water pattern and we hope to place two wireless speakers to pipe in nice soft music.

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Continued from page 6.

In addition to all this, we have two major projects that will be started in 2021. We will be building a new maintenance storage building with a break room, office, heated shop area, as well as many other features. We are looking forward to this as we currently operate out of three barns with a total of seven overhead doors.

The second major project is the start to add new sections with a total of just over 2,200 new burial sites. This has been a long time coming. One of the sections will have a pond and water feature. Forest Hill Cemetery has enough land to hold burials for the next 100 years. We also are planning for the year 2022 (that's hard to say) to open an indoor cremation niche room. We currently have an inground vault that will be perfect for this and already have some design work done.



All cemeteries have a story to tell, while we may not have a president buried here, we do have a storied history. A Revolutionary soldier, several Congressman to name a few.

The cemetery land was purchased from Jacob Schmidlapp the founder of what now is 5/3rd Bank, Corp. While he is not buried here, he's interred at Spring Grove in Cincinnati along with his daughter, the remaining family is buried here. The picture of the inground vault shows the Schmidlapp lot at the top of the hill to the right.



Also buried in their private mausoleum is the Daniels Family. Both the first president (father) and second president (son) of what now has become the Archer Daniels Midland, Corp.

And what about Edward Coddington, an American astronomer who discovered a comet, 3 asteroids and the galaxy known today as "Coddington's Nebula."

Then there is John F. Snow writer of ghost stories, the twelve-year-old Snow offered to be the next Royal Historian of Oz.

Continued from page 7.

Snow eventually wrote two OZ books: *The Magical Mimics in Oz* and *The Shaggy Man of Oz*, as well as *Who's Who in OZ* a thorough guide to the Oz characters.

What about Luther McCarty, a heavyweight boxer who is considered by most to be the greatest of all the "white hope" fighters who fought during the time of Jack Johnson. Ironically, McCarty was largely believed to be born of both Irish and Native American decent. Noted Los Angeles boxing instructor DeWitt Van Court in 1926 called McCarty, "unquestionably the greatest young heavyweight prospectsince the days of John L. Sullivan."

Plus, many more but the article would be too long to publish.

A cemetery monument to the great civil war battles is located just inside the main gate as well as the monument to the May family.



Also special to us here is that a canal runs from the south to the north dividing the cemetery in half. Not only in half but dividing the lower sections from the top sections. As the cemetery sits on two different elevations. When you come out you will see many walking, biking, and fishing along the canal.



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Continued from page 8.



Since coming to Forest Hill Cemetery I have approached it as not a cemetery but a very special place, a national park, and discovering ways to bring people to the cemetery to enjoy. The cemetery now has a candlelight vigil in December, a RIP run in October, tree walks, ghost hunting (really), and a large area of Daffodils to enjoy in the spring. We layout carpet so the ladies can keep their shoes and feet dry while walking to the burial site. We also provide a letter and laminated "In Memoriam" cards showing where their loved one was laid to rest. These and many more that there is no room here to cover are just little things that add up that will lead us into a better and brighter future.

Article submitted by James Roth, Forest Hill Cemetery



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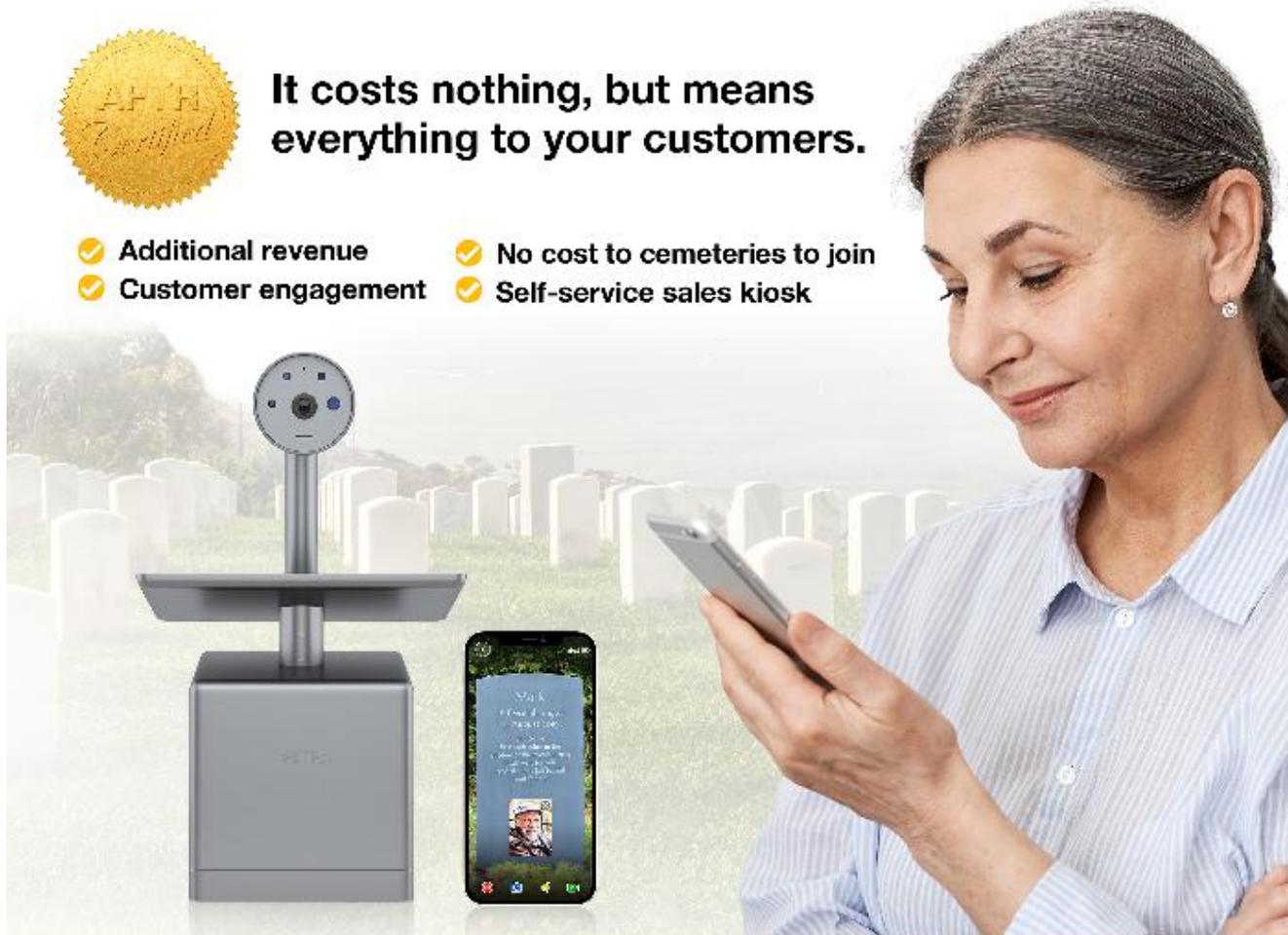
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Winter Ideas For Cemeteries

Winterizing Your Cemetery Trees and Landscape

by Brian Borkowicz, The Davey Tree Expert Co.

AS THE SEASONS CHANGE, it's important to consider the changes that need to be made to accommodate your cemetery landscape. Winter can be a particularly tricky season to prepare for, as it brings different challenges and often some of the harshest conditions. While the cold-weather months might not be top-of-mind just yet, it's time to start thinking about winterizing your grounds, and here are a few things to keep in mind.

- **Trees:** It's important for trees to get a pre-winter evaluation. This will ensure any potential tree defects are brought to your attention and can be taken care of before the ice and snow cause any structural damage. Your local arborist can identify the trees that are high priority and need to be taken care of pre-winter and what can wait until spring or summer, if budget and time are running low toward the end of the year.
- **Shrubs:** Any of your late-flowering shrubs will need some extra attention this time of year. Pruning away any remaining dead flower buds will help the plant have a healthy blossom next year. If they are get-

ting a bit overgrown, thinning them out can go a long way and contributes to healthy growth after the harsh winter months. An arborist can put together an optimal pruning plan for the shrubbery throughout your grounds.

- **Turf:** The number one way to prepare your cemetery's turf for winter is to mark your roadways. Because of plowing, turf often gets torn up during the winter months, but that can easily be avoided. Take some time this fall to clearly mark the roadways for your plows, and your turf will thank you when spring rolls around.

While these are important steps to winterize your grounds, there is one more tip that should rank at the very top of your pre-winter checklist. Hydration! Just like people, trees and other plants need water even when it's cold outside. Lack of moisture is one of the most injurious things, so it's important to keep a close eye throughout the year. A good rule of thumb is to give your trees and plants a really good soaking right before Thanksgiving to set them up for the winter. If the season



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brings unusually low precipitation and the ground isn't frozen, it is certainly a good idea to give your landscape some extra water.

No matter the climate, it is always important to prep your cemetery grounds for winter. For a more tailored plan to winterize your grounds, contact your local arborist and he or she will set you up with a plan to keep your landscape healthy and strong throughout the colder months. ❏

Brian Borkowicz specializes in caring for cemeteries and has more than 25 years of experience. To ask him your tree care questions, contact him at 847.41.74901 or brian.borkowicz@davey.com.



Welcome New Members!

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Articles For Sales Managers & Advisors

Article from:  **Info Gary O'Sullivan Company (0103)**

Happy New Year !

At the beginning of a New Year is a perfect time to give some thought to the things that matter most to ensure our effectiveness in the coming year.

For the Leader -

When you think about the role of a leader in any company it is an endless list. Yet, as with any list, there are some things that have a great effect on the other items on the list.

To start off the New Year focus on a key element that certainly has a ripple effect on everything a leader does. Attracting, developing, and keeping the right people is critical for the ongoing development of the organization.

For the Sales Team -

Getting a sales professional and your sales team to have a successful year starts with them having a successful day. Getting the sales year off to the right start begins with a great first month. A great first month starts with a great week and that week requires every day being effective.

Review the concept of making EVERY DAY effective. Getting everyone started with the right attitude about making EVERY DAY count is an important element in having a good week, month, and year.

Articles For Sales Managers & Advisors continued from page 16.

People

For a leader the responsibilities are many and varied. Yet, having the right people is a foundational concept for all we do. It is the people in the organization that you develop to provide the services you offer to the marketplace that make the difference.

Having a staff development strategy is critical for the long-term success of any organization. Here are three of the elements that help make that strategy effective.

Recruiting

You may not always be hiring, but you are always recruiting. Always looking in the marketplace for the right people is important for several reasons.

- You never know when the best person in your market may come available.
- You never know when you will lose a key employee.
- You ensure that others in your market know that you are interested in knowing about talented people that may be looking for a better opportunity.

Developing

Once you get the right people it is important to have an effective program to develop them, not just train them. Training is important to help someone know what is required of them and how to perform their role correctly. Developing them is how you grow them and how they will help grow your business.

- Have an effective “day-one” process for new employees.
- Have a system for training new people and ongoing training for all staff.
- Have a mentoring program to help develop them.

Retaining

Getting top talent that are the right people and the right fit is one part of the process. Training and developing is another, and keeping them is yet another. This is something all successful organization focus on consistently.

- Give people a sense of purpose in their role.
- Give them effective feedback
- Create a culture that people want to be apart of
- Communicate
- Listen

Articles For Sales Managers & Advisors continued from page 17.

EVERY DAY

How do you have a great year? Really you can't. You don't have great months or even a week. What all-successful sale professionals understands is that all they can have is a great day. They focus **EVERY DAY** on doing the things that they know will ensure them a great week, month, and year.

To get 2021 off to the right start, focus on the things that you need to do **EVERY DAY** to meet the goals you have set for 2021. Here are some key elements to focus on:

Start every day with a plan – Spend fifteen minutes every morning designing a plan that will be a roadmap for you to follow.

- **Prospect** – Make sure that every day you focus on obtaining new people to see.
- **Present** – Every day it is important to make a new presentation.
- **Keep score** – You must keep track of your efforts, percentages, and results every day.
- **Q.S.M.** – Develop a Quick Start Mentality. This proactive attitude will empower you to get new appointments set as fast as you can, get as many presentations as early in the week as you can, and to get a sale as soon as you can. Being effective with the Q.S.M. will have a powerful effect on your attitude and performance – **EVERY DAY!**
- **Manage your business** – All successful businesses are successful because they pay attention to the details, know what is going on, and maintain control of their daily activities.
- **Focus on the families** – The more service you provide - the more you sell. **EVERY DAY** focus on ways that you can be of service that is of value to the families and will lead you to new sales opportunities.
- **Purpose** – Remember the seriousness of your service **EVERY DAY**. What you do matters to the families you serve. Make a personal commitment, that **EVERY DAY** you want to help a new family understand the benefits and the value of planning ahead of time. Defining and reminding yourself of your purpose will help motivate you during the challenges you face.
- **DO IT NOW** – Create an attitude of doing what needs to be done. A DO IT NOW attitude can become a self-motivator that you can learn to repeat over and over to yourself during the day. When you need to do something that you don't like to do just say to yourself, DO IT NOW! DO IT NOW!

Special Announcement

The OCA board has announced that we will try to schedule our Annual Convention in August, 2021.

As the date gets closer, we will determine if we are able to go ahead with planning this event.

Membership will be kept up to date on these plans.

OCA Board of Directors

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