

OCA Journal

January 2017 | Volume 7 | Issue 1
Publication of the Ohio Cemetery Association

President's Message - Outgoing

OCA Members,

I hope everyone has had a healthy and prosperous year. This will be my final letter to the OCA membership. My appointment as the OCA President will come to a close at the end of this year. I have enjoyed my time on the board of directors serving as your President.

We have a great board serving this state association and its membership. Our incoming President will be Marilyn Brandt. Marilyn has a great background and knowledge within our industry. She will do a great job leading our association going into 2017.

I first joined the association in 2006, new to the industry and not sure what to expect. After ten years of being involved and serving on numerous committees, the knowledge that I have gained has been priceless. I have grown personally and professionally as a result of this great association. The OCA board of directors spends many hours on committee assignments and event planning to assure that our association members are well educated and up to date on current legislative matters.

I want to thank all OCA board members for making this year run smoothly. I also want to take this time to ask all OCA members to stay involved. We are always looking for members to join the Board of Directors. The OCA Board of Directors is working on different ways to keep our membership growing and strong. We have new ideas to promote education that is in the works.

I want to wish everyone a Happy Holiday Season and a Great New Year.



Scott Harmon
OCA President - 2016



The winter masthead image is provided by Lake View Cemetery.

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Upcoming Events

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February 18, 2017	
Holiday Inn – Worthington	
Spring Conference	
March 21, 22, 2017	
Doubletree – Columbus	
Crematory Operator Certification	
March 23, 24, 2017	
Doubletree – Columbus	
Fall Maintenance North	
October, 2017	
Perry Township - Perry	
Host – Perry Township	
Trustees	

President's Message - Incoming

Dear Members:

I look forward to the year ahead, as we have many exciting things going on. And they are all geared to our membership.

But first, let me say a gracious thanks to Scott Harmon for his leadership over the past year. Scott truly cares about OCA, works hard for our organization, and thinks to the future.



Also, I would like to thank Jan Burrowes, whose many dedicated years as our ongoing secretary-treasurer have helped make OCA work effectively for you.

Our Spring Conference to be held March 21-22 will be a good opportunity for you to interact with other members and learn the latest expert information on a variety of subjects pertaining to your day-to-day needs, challenges and opportunities. A Cremation Certification Seminar will follow on March 23-24. And don't miss our annual Awards Banquet, where people in our industry are recognized for their accomplishments in a number of categories – the date for that function is February 18, 2017.

We are planning more for you, including an outreach program to all membership. This will be information bearing and helpful in your daily endeavors. We are happy to have engaged communication consultant Watt + Company in doing research interviews with a variety of members and non-members and developing a creative strategy and plan that will be completed by the end of January. Implementation of the new program will carry out throughout the full of 2017 and certainly beyond. And it all will be aimed at better serving our membership.

I look forward to our year ahead. Much is happening and you are definitely a part of it.

Marilyn Brandt
President, OCA

"I hope that in this year to come, you make mistakes. Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You're doing things you've never done before, and more importantly, you're doing something. "

Neil Gaiman

Cemetery Spotlight

Union Cemetery - Steubenville



In 1853 with the population of Steubenville, Ohio greatly increasing a meeting was held in the office of Edwin M. Stanton who would soon become Abraham Lincoln's Secretary of War. This meeting was to establish a burial ground outside the city limits. The committee was comprised of two members of each of the community churches. They agreed to the purchase of land from the William Huscroft farm. They not only planned a rural cemetery, but included a removal of all city cemeteries to

the new location. This is how the Union Cemetery Association in Steubenville, Ohio was formed.

A number of those resting in Union Cemetery have played an important part in the development of the nation, the state, and the city. Some of these include:

The Fighting McCooks: A large plot containing the remains of Colonel George W. McCook, and his family of Civil War officers. After the war he served as Attorney General for the state of Ohio.

The Wilson Plot: In this plot lie James and Anna Wilson, grandparents of President Woodrow Wilson.

Eliphalet Andrews: Sculptor and artist has his family plot in Union Cemetery. His paintings of Thomas Jefferson, Martha Washington and James Madison hang in the White House.

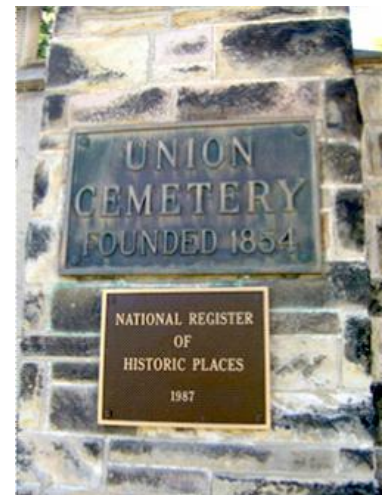
Bezaleel Wells: Co-founder of Steubenville. A surveyor in the late 1700s was given the choice of payment in gold or land, and chose land along the Ohio River.

Revolutionary War: Union Cemetery is the final resting place for ten veterans and patriots of the Revolutionary war.

Moses Fleetwood Walker: First African-American to play Major League Baseball.



Today Union Cemetery consists of 199 acres of land covered with many trees, bushes, and flowers making this a beautiful peaceful and serene environment for its visitors.



Supplier Spotlight

Huntington Bank

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ATTENTION! ALL SALES MANAGERS AND STAFF

The OCA Annual Awards Banquet - Holiday Inn - Worthington

SATURDAY, FEBRUARY 18, 2017.



We will be conducting a panel discussion

from 3:30 – 4:30 Saturday afternoon, then some free time on your own, followed by dinner and awards.

We will finish off the evening with CASINO NIGHT



and a time to socialize with new and old friends.



Don't miss this great opportunity to share some ideas and celebrate another great year.

Hope to see you all in February. Registration forms are available on the OCA website.

Kirk Roberts, Sherwood Memorial Gardens

Program Chair

Product knowledge is knowing how features and benefits fit together.





2017 AWARDS DINNER

AWARDS PRESENTATION FOR THE YEAR 2016

Holiday Inn – Worthington, OH
7007 North High Street

SATURDAY, FEBRUARY 18, 2017

3:30 – 4:30 PM

ROUND TABLE DISCUSSION

MODERATOR: KIRK ROBERTS

5:30 PM

SOCIAL HOUR

6:30 PM

INVOCATION

BUFFET DINNER

7:30 PM

ANNOUNCEMENTS:

8:00 PM

PRESENTATION OF 2016 AWARDS

PRESENTORS:

*MARILYN BRANDT, SCOTT BARAN (LAKE VIEW CEMETERY)
& DAVE ENGLAND (COLD SPRING MEMORIAL GROUP)*



CASINO NIGHT - MORE FUN AND NETWORKING



***Reminder: Sunday Breakfast buffet on February 19th is included if you have made reservations at the Holiday Inn–7007 North High Street – Worthington (see registration form)
Hotel deadline - JANUARY 27, 2017.***



ohiocemeteryassociation.com

REGISTRATION FORM

OCA AWARDS DINNER

SALES/ROOKIES/EMPLOYEES AND MARKETING AWARDS FOR 2016 CASINO NIGHT FOLLOWING AWARDS

FEBRUARY 18, 2017

SATURDAY EVENING AWARDS RECEPTION/DINNER/CASINO PER PERSON \$ 75.00

HOTEL REGISTRATION CUTOFF DATE IS JANUARY 27, 2017

HOTEL INFORMATION:

Rooms have been set-aside at a special discounted rate of \$116.33 (tax included)
Hotel registration includes breakfast buffet for two on Sunday, February 19, 2017.
Room Reservations must be secured no later than JANUARY 27, 2017.

Use the following link [Ohio Cemetery Association Room Block](#)

to make reservations or call the HOLIDAY INN/WORTHINGTON at (614) 436-0700
7007 North High St.
Worthington, OH

HOTEL CODE: Ohio Cemetery Association

REGISTRATION FORM

OCA AWARDS DINNER

ohiocemeteryassociation.com

February 18, 2017

Saturday Evening Reception/Dinner
Casino Night

_____ X \$75.00 = \$_____

Name(s)

Please Print

Company

Address

City/State/Zip

Phone

Fax

Email

HOTEL REGISTRATION CUTOFF DATE IS JANUARY 27, 2017

Return registration form with check payable to:

219 Webbshaw Drive
Centerville, OH 45458

Ohio Cemetery Association

Please call/email with any questions

Jan Burrowes 937 885 0283 (Office)

937 604 0709 (Cell)

937 885 4512 (Fax)

jburrowes@cemeterydata.com or jburrowes5@gmail.com



THE OHIO CEMETERY ASSOCIATION

2015 Awards Banquet – Holiday Inn – 7007 North High – Worthington, OH
February 18, 2017

Sales Award Criteria

2016 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:	Category:	Total Volume:	Average Sale:
1. _____	_____	\$ _____	\$ _____
2. _____	_____	\$ _____	\$ _____
3. _____	_____	\$ _____	\$ _____
4. _____	_____	\$ _____	\$ _____
5. _____	_____	\$ _____	\$ _____
6. _____	_____	\$ _____	\$ _____
7. _____	_____	\$ _____	\$ _____
8. _____	_____	\$ _____	\$ _____
9. _____	_____	\$ _____	\$ _____
10. _____	_____	\$ _____	\$ _____

PLEASE SUBMIT BY FEBRUARY 1, 2017

TO: The Ohio Cemetery

Association 219 Webbshaw Drive Centerville, Ohio 45458 • Fax (937) 885-4512 or

jburrowes@cemeterdata.com (if information is faxed, please also mail original)



THE OHIO CEMETERY ASSOCIATION 2017 Awards Dinner

February 18, 2017 – Holiday Inn – 7007 North High St. - Worthington, Ohio

2016 Rookie Award

Recognize your Rookie!

On Saturday evening, February 20, 2016 you will have the opportunity to recognize your Rookie(s) for 2015. 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 submit a separate sheet to tell us why you've chosen this person as your Rookie)

2016 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)

2016 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)

AWARD FORMS MUST BE SUBMITTED NO LATER THAN FEBRUARY 1, 2017

SUBMIT TO: THE OHIO CEMETERY ASSOCIATION 219 WEBBSHAW DRIVE • CENTERVILLE, OHIO 45458

• FAX: (937) 885-4512 jburrowes@cemeterdata.com or jburrowes5@gmail.com

GOAL ACCOMPLISHMENT

“If you believe you can do a thing or you believe you cannot, in either case, you are probably right.”

Henry Ford

Few people set goals and fewer peoples reach the goals they set. Yet people who set goals and reach them are consistently the top producers and wage earners. Goal achievement is not a mystery, but it does require the mastery of a few simple disciplines.

Goal Accomplishment Disciplines

Goals must be written down – Once you write your goals down they move from the realm of dreams to reality, from fancy to possibility, because they have become real.

Goals must be review your goals daily – By looking at your goals daily, you continue to drive them deep into your subconscious mind.

Goal attainment require you do something every day – Every day do something that gets you closer to that which you desire.

Remember the 80/20 rule – 80% of what may stop you from reaching your goals will be due to what and how you think and believe. Only 20% of what could slow your goal achievement progress comes from outside people or situations.

Read something positive every day – Take personal responsibility to stay positive, motivated, and believing your goal achievement is possible.

Obtain needed skills – If you need to acquire new skills or competencies to achieve your goals, obtain them fast.

Act – Act as if it were impossible to fail. It is important to remember that feelings are not immediately subject to our thoughts as they are to our actions. When doubt and fear come, get into action.

Use self-motivators – Internalize self-motivators (positive words, thoughts and quotes), that you can recall on a moments notice to give you encouragement.

Never give up – Don’t allow short term failure, disappointment, and negative people keep you from reaching your goals.

Associate with winners – Who you lunch with matters. Associate with people who are positive and interested in your success.

Article shared by Kirk Roberts

Fall Maintenance Recap



This year the Ohio Cemetery Association held its annual Fall Maintenance Seminar at Forest Hill Cemetery and Arboretum in Piqua, Ohio. It turned out to be a great day with all the participants, vendors, and speakers. We had over 100 attendees at this event. There was so much going on that the day went by fast and everything we wanted to do did not get completed.

The day started off with three speakers, each sharing interesting topics relating to cemetery care, complaints filed with the state, and preserving our cemeteries for the future. But there was no doubt that everyone was waiting to get their hands on the equipment. Not only was there equipment on hand to view and ask questions about, but each piece of equipment was there to use. You could drive it, you could dig with it, turn on the lights... it was all there to use and have fun with. Koenig Equipment brought in a number of pieces to try out from zero turn mowers, a gator, and my favorite, a Ventrac Mower that can climb a hill.

Two contests had participants line up for the grave digging contest, and the mowing obstacle course. Anyone who wanted to try their hand at digging a grave was able to with a number of contestants trying that had never run a backhoe and they did well. Murphy Tractor, a dealer of John Deere heavy equipment with locations around Ohio, handed out gifts for the top two places in the grave digging contest. They supplied a backhoe, and mini excavator to try out. Forest Hill Cemetery supplied the backhoe for the digging so all participants used the same machine. The mower obstacle course provided a little of everything from bumps to tight corners, backing up and maneuvering around cones to race to the finish lasting 3 plus minutes. Pace Equipment Company provided prizes for the first and second place for the obstacle course contest.



Lunch was catered and provided to all by the Donnelly Advised Donor Fund of the Piqua Community Foundation. The morning coffee, donuts, fruit, water, and other drinks were provided by the Jamison and Yannucci Funeral Home of Piqua.

All the vendors were well received with all of them saying that they were able to meet and talk with many of the participants throughout the day and they enjoyed the day as well. All in all, it was a great day for field day activities and before closing I would like to say thank you to the Ohio Cemetery Association for allowing the event to be held here at Forest Hill Cemetery and Arboretum. Please remember that this event can only take place with your help! Please let the association know your concerns and what type of speakers you would like to hear from. I am sure that they and the future host cemeteries would like a day full of activities that will drive attendance for all events.

Submitted by: Jim Roth, Forest Hill Cemetery



Wreath Laying Ceremony

Lake View Cemetery Association - Cleveland



A wreath laying ceremony to celebrate the birthday of President James A. Garfield, 20th President of the United States was held at Lake View Cemetery, Cleveland, on November 19, 2016.

Every year, the President of the United States sends a high ranking member of the military to place a wreath at the burial sites of all the Presidents preceding him. Brigadier General Stephen E. Strand, Deputy Commanding General for the 88th Regional Support command at Fort McCoy, Wisconsin and members of the Garfield family placed a patriotic wreath at the James A. Garfield Memorial. The ceremony also included a performance by the Hiram College Chamber Singers and local Boy Scouts.



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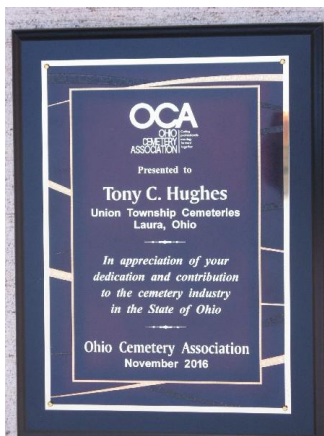
Tony Hughes Retirement

Superintendent Of Union Township Miami County

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Served on the Ohio cemetery dispute resolution commission. At his retirement party, Rufus Slade, OCA past president, presented Tony with a plaque from the association.



Left: Rufus Slade, Woodland Cemetery Dayton, Oh, OCA past president.
Right: Tony Hughes.



This is a representation of a billboard Kanet Advertising recently designed and placed.

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Spring Grove Cemetery News

Chris Sullivan

Grounds Manager

Spring Grove Cemetery

OCA Board Member



Hired in the fall of 1994, Chris started his career at Spring Grove Cemetery and Arboretum on the mowing crew. After only one month on the job, Chris moved to the horticulture crew. In 2002, Chris was transferred to Oak Hill Cemetery, part of The Spring Grove Family, where he became a certified backhoe operator and assisted with the horticulture needs of Oak Hill. In early 2005, Chris was promoted to Supervisor of Customer Service and Markers and in 2012 promoted to Assistant Grounds Manager. In September 2014 he was promoted to Grounds Manager and is now overseeing the operations at Oak Hill Cemetery along with his other duties as manager of the Marker Division at Spring Grove.

Chris is designated a Master Technician by the Ohio Nursery and Landscape Association, and he maintains his cremation technician certification through the Cremation Association of North America. He is also a Certified Chemical Applicator through the Ohio Department of Agriculture. In 2002, Chris earned a BS degree from the University of Cincinnati. In 2016 Chris received his diploma from ICCFA having completed courses in Sales and Marketing; Leadership, Administration and Management; Land Management and Grounds Operations; and Cremation Services. Chris also serves as Spring Grove's Safety Director charged with managing the Safety Program and maintaining all the MSDS records.



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Welcome New Member

Blue Creek Township
Paudling County, Ohio

Visit OCA on the Web

Logon to the OCA website for the latest news.

ohiocemeteryassociation.com

If you have any articles for the Journal/website, please forward them to the OCA office at jburrowes5@gmail.com.



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October, 2017
Perry Township - Perry
Host – Perry Township Trustees

See ohiocemeteryassociation.com for up to date information.

637 Forgotten Men Buried In The Folsom Prison Cemetery

Sacramento Union 10-25-1953

A prison is a city behind walls – and in prison as in a city, death as well as life is a part of the routine to be met. Men die of violence in Prison, and of natural causes – 637 men lie buried in the hillside cemetery of Folsom Prison overlooking the American River. In neat rows stand the grave markers, the older ones of granite, the newer ones of painted wood, memorials to forgotten men who died while paying their debts to society. Folsom Prison Cemetery is as old as the prison itself, but who was the first man to be interred there, or why he died, is lost in the musty records of another century. The identity of all who are buried there is known, but it is not known for sure which of the graves actually is the oldest. No exact date is known as to when the cemetery first was established, but it probably was in 1880, the same year the prison was built. The original prison cemetery was located where the prison dairy now stands. It was moved in the 1920s to its present location to make room for expansion of the actual prison plant. It is a neat, well-kept cemetery, and although too high on the river hill for water to be brought to it without excessive cost, the cemetery is much neater and better kept than many public cemeteries in rural areas. Graves were marked with stone, with the prison number of the deceased chisled into it, in the days when a prison stone yard was maintained. Since the prison rock quarry has been closed, plain white wooden markers, with the prisoner's name and prison number, have been used. Actually the number of deaths that occur in a jail of 2300 inmates, such as Folsom Prison, is much lower in ratio to population than in a town of the same size. This is due to the fact that most inmates are of an age range that covers their most healthy years, the fact they are given the best medical attention, have good food and good living conditions.



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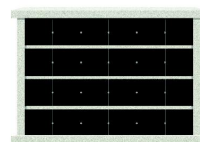
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DIRECT: 989.798.3333

TOLL-FREE: 866.834.1219

637 Forgotten Men Buried In The Folsom Prison Cemetery continued...

The average age of a Folsom prison convict is 38. There is no infancy death rate nor high death rate due to extreme old age. Actually the number of persons buried in Folsom Prison Cemetery is only a token number of the deaths that have occurred there over its 73 years of existence. The bodies of the majority of men who died there have been claimed by families or friends and given outside burial. The death rate now also is lower at the prison than ever before. When death of a prisoner occurs, his family, if he has one, is notified. Arrangements can be made for outside burial, just as if he had died outside. If the body is not claimed in due time, it is embalmed and given regular burial in the prison cemetery. Humanitarianism always has played a large part in Folsom Prison administration, even in its earliest days when it was known as the toughest prison in the west. It got that reputation of toughness from the caliber of its inmates, not from the caliber of the treatment accorded them. No prisoner buried here, whether hanged for murder, killed in riots, or in a fight with other inmates, ever has been buried in quick-lime as

was once done at early day prisons in the East. There never has been mutilation of a body at Folsom Prison. In the earlier days of the prison, it is true there were no religious services or burial rites for the dead. Men who died were placed in wooden caskets with a shroud and just buried. Religious rites and funeral services were inaugurated in 1929 under administration of Warden Court Smith; but, in reality, it was Bill Ryan, now associate warden of Folsom Prison, who was responsible for the first funeral services ever held here. The first regular funeral came about when one of the prisons "old timers" a lifer known as Pop died of natural causes. Pop had spent a lot of years behind the walls of Folsom. He played on the prison baseball team in his younger days, and he was a sort of friend and counselor to countless prisoners and was well liked by the prison staff. On the occasion of his death, a delegation of prisoners came to Ryan, who then was a captain, and asked if a few words could be spoken beside the casket.

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OCA Journal

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637 Forgotten Men Buried In The Folsom Prison Cemetery continued...

Ryan agreed, but he went further than that – he contacted a Catholic priest in Roseville, for Pop was of the Catholic faith, and asked if the priest would conduct services. Rosary and mass were held in the prison chapel, the result was well received by both prisoners and Warden Smith. Shortly after, the practice of holding funeral services and graveside rites for all who were to be buried in the prison cemetery was inaugurated. Prisoners who are friends of the deceased now attend services in the prison chapel, but for security reasons, they are not allowed to attend the graveside rites. Folsom Prison now has two chaplains, Father Patrick J. Gilligan of the Catholic Faith and Rev. John Dunlop, Protestant. A Jewish rabbi divides his time between Folsom and San Quentin Prisons, and on occasion ministers of other faiths are brought in for services or to administer last rites. Today the bodies of all who are buried here are embalmed, and each man is buried in a new suit of clothes. The prison chapel itself, in which funeral services are held, is a plain, unadorned stone building on the outside, but its interior would do credit to churches in any community. In fact, its muraled walls probably are more beautiful than could be found in many of the finest churches in the largest of cities. The murals, done by a prison artist, were termed by a visiting priest from the Vatican as “real masterpieces.” A huge mural of the Last Supper over the church altar was painted by a man sent to prison for murder, and who, although he since has been released, now is serving another term in a Texas penitentiary. The faces of the 12 apostles in the mural are the faces of 12 prisoners who posed for the painting. Every effort is made by prison officials to turn remains of the dead over to the families, and quite often men are buried in the cemetery not because the members of the family wish it so, or have abandoned them, but because they do not have funds for outside funeral expenses. Many times men originally buried in the prison cemetery have been later moved to public cemeteries by their families. Only a few of the men who die in prison actually have been renounced by their families in recent years. “At the

turn of the century,” said associate Warden Ryan, “the word „convict” seemed to have a greater stigma attached to it than it does now, and many more families in those days renounced claim to the bodies of a deceased prisoner.” Persons who have relatives buried at Folsom can visit the graves, but they seldom do. Only once or twice a year are there requests from a member of a convict’s family to visit the cemetery where he is buried,

prison officials said. Although in the early days of Folsom Prison, and as late as 1927, there were women prisoners serving sentences there, but not a single woman ever has been buried in the prison cemetery. There never were many women, and only one or two deaths. Their remains were immediately claimed by relatives. It may not be nice to think of dying behind the granite walls of prison, of burial in an anonymous prison grave, but the public may rest assured that those unfortunates who do die there are given a decent and respectable burial.



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Toll Free Phone 1-877-290-6703
Toll Free Fax 1-877-290-6701

info@biondanbronze.com www.biondanbronze.com

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