

# OCA Journal

May 2021 | Volume 11 | Issue 2  
Publication of the Ohio Cemetery Association



## Spotlight On Our Suppliers In This Issue

Mark Your Calendar



***OCA Annual Convention  
Golf Outing & Field Day***

**August 2-3-4, 2021  
Embassy Suites**

2700 Corporate Exchange Drive  
Columbus, Ohio

More details will be available shortly.

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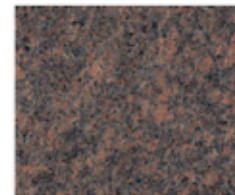


# LEAVING A LEGACY

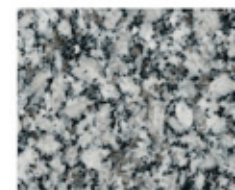
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# Cemetery Spotlight Calvary Cemetery - Dayton

**Restoration and Preservation in honor of our 150th Anniversary**

**Scott Wright, M.Div.**  
**Community Outreach Director, Calvary Cemetery**  
**Board Member, Ohio Cemetery Association**

Generally, when people ask what it's like in a cemetery during my workday, I will tell them that "it's quiet." Often times, this can easily be the case in a 150-year-old historic cemetery as our days are filled with lot purchases, burials, and routine maintenance. And then comes the times when it is not quiet. For the last three years, Calvary Cemetery of Dayton OH has been in the midst of an \$8,000,000 capital renovation project slated for completion in fall of 2021, just in time to begin our 150th celebration in 2022. This project



began with the master plan designed by Jack Goodnoe of Ann Arbor MI and has blossomed into a project encompassing 6 more individual projects that will ensure Calvary remains a premier cemetery well into the 22nd century.

The first phase of the project included the installation of Sr. Dorothy Stang Way, a nearly half mile road extension through the woods that will open the back 100 acres of Calvary for future development. The picturesque road which meanders through a nature preserve is also the first at Calvary named after a native Daytonian. Calvary chose this honor for Sister Stang to honor her sacrifice for the

Church, as she was murdered in the Amazon in 2005 during her lifelong ministry in defense of the environment and poor of Brazil. Posthumously, she has been honored by the United Nation as "Woman of the Year", U.S. Congress, and was recently named a modern-day martyr by the Vatican. This phase of the project also included the construction of a new equipment storage facility and soils barn.

Phase two of the project was focused on restoration and preservation of our historic cemetery structures. Our 1905 priest shrine from Raffl in Paris was beginning to crumble. Even in spite of our best efforts, time and weather began to destroy the metal monument depicting the scene at Christ's crucifixion. Star Granite was able to scan the original statuary and re-create them in granite, ensuring an everlasting memorial to the local clergy. We also contracted with The Tradesmen Group to restore our 1902 St. Henry's Chapel. The renovation of this chapel was one of the most important projects in the history of the cemetery, as the chapel serves as the common memorial for approximately 4,000 unnamed individuals, and has hosted countless memorial services over the past 119 years.





### ***Cemetery Spotlight continued from page 4.***




Phase three of the project is focused on sales with the construction of two new mausoleum structures. The St. Mark's Mausoleum, an outdoor mausoleum featuring both crypts and niches, is slated for opening in May 2021. The second project is the Garden of Peace Columbarium which will house 1,200 niches for cremation inurnment. The most striking feature of the Garden of Peace will be the back wall constructed entirely of glass overlooking an 8-acre nature preserve and lake. This building will also feature a nearly life-sized statue of St. Francis, to

continue the theme of peace and nature. Both of these projects are being designed and constructed by McCleskey Mausoleum.

As you can probably tell by now, there have not been many quiet days here at Calvary over the last few years. As our capital renovation campaign nears its completion, our hope is that Calvary Cemetery will remain a premier cemetery in Southwest Ohio for many years to come. Calvary Cemetery, established in 1872, is a 200-acre Catholic cemetery with over 90,000 burials where we strive to "Create Community and Celebrate Lifetimes."





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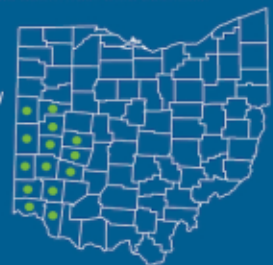
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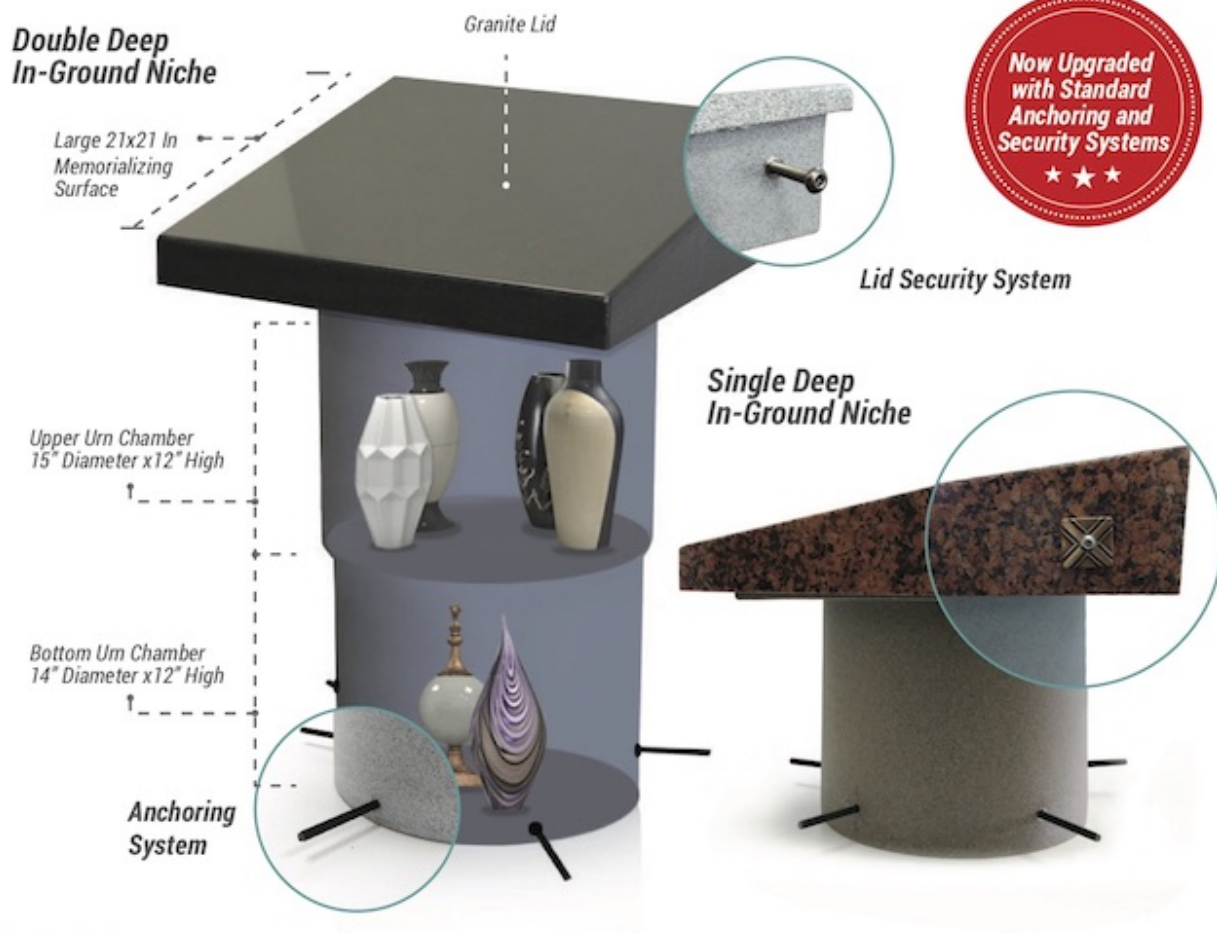
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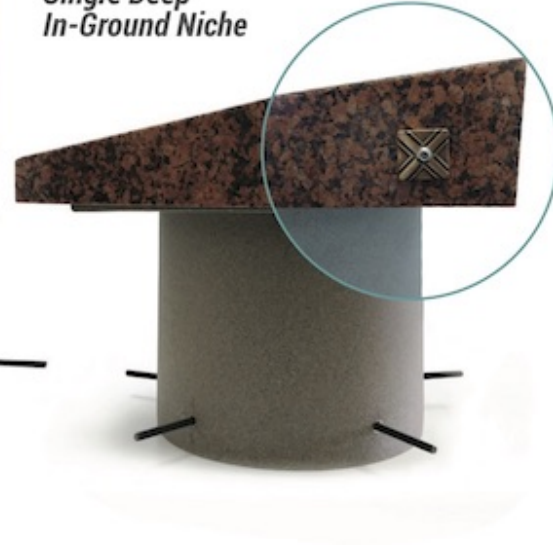

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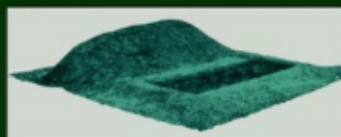
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## In The News

Ann Meyer is the newest member of the OCDRC (Ohio Cemetery Dispute Resolution Commission) representing the Ohio Cemetery Association.

Ann is the sr. vice president at 'The Arlington Memorial Gardens' in Cincinnati, Ohio.

She is responsible for directing all of the administrative functions, in addition to coaching and mentoring the controller, vice president of sales, superintendent of grounds maintenance, program & development coordinator and security within the organization. She is an officer of the board of trustees, a trustee of the trust funds and a member of the leadership team.

Her term on this commission will expire on July 1, 2024.



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# Articles For Sales Managers & Advisors

Article from:  **Info Gary O'Sullivan Company** (0303)

## **DISCIPLINE**

### **The Key To Continuous Improvement**

The ability to employ effective disciplines is essential to helping a leader keep their focus and gain the respect of their followers. Networking is important. Once this marketing tool is understood and used effectively, it will greatly increase the opportunities to consistently have people to see.

#### FOR THE LEADER –

Kaizen – is the Japanese word they use when talking about the disciplines required for continuous improvement. Improving our staff and ourselves is how we improve our businesses. Great athletes are those who have mastered the art of personal disciplines that allow for continuous improvement, which allow them to stay at the top of their game.

Principles don't change, when a leader has disciplines they adhere to, they too, stay at the top of their game. This month we will look at a great leader's discipline.

#### FOR THE SALES TEAM –

In sales it may not be 'who you know' as much as 'who knows you'. Networking is just that. It is an active effort to ensure that more and more people know who you are, where you are, and what you can do for them.

Hank Aaron was once asked what is the difference between a good team and a great team he answered in one word, 'Discipline.' Today Tiger Woods has already become legendary for his consistent practicing. At major tournaments while other players are out and about in the evenings, Tiger is under the lights practicing the disciplines he needs to stay on top of his game.

Having and using the right disciplines is one of the key elements to a leader's consistent success. As we live out these disciplines in our lives we are also modeling the importance of disciplines to our staff.



## **Articles For Sales Managers & Advisors continued from page 15.**

Here are five of Colin Powell's 'Law of Power' that the General uses as his key disciplines.

**Dare to be the Skunk** – Powell believes that every organization should tolerate rebels who tell the emperor he has no clothes.

**To Get the Real Dirt** – Head for the Trenches – Powell believe those in the field are closest to the problem and that there is where the real wisdom is.

**Know When to Ignore Your Advisors** – Sometimes they have more data than judgment.

**Share the Power** – Plans don't accomplish work. Its people that get things done.

**Come Up for Air** – Anybody who is logging hours to impress me is wasting time.

Do you have disciplines that you practice on a consistent basis to help you in your quest for continuous improvement?

### **NETWORKING**

The basis of networking is to be in situations where you have an opportunity to get to know more people and that more people get to know you. Many networking situations will allow you to meet a lot of people in a short span of time.

If you are in social club, lead-sharing groups, community activities, or during your day-to-day routine, most every opportunity to be with people is an opportunity to network.

Statisticians have summarized that you are only four people away from meeting anyone you want to meet. The important aspect of this is that it only takes a few people to get you consistently introduced to new people.

Here are some key principles that will help you be more focused on networking and be more effective at it.

### **WHAT TO DO WHEN YOU ARE IN A NETWORKING SITUATION**

- **Be a professional** – People must view you as someone they could gain confidence in.
- **Dress for success** – Always look your professional best – first impressions do matter.
- **Get to events early** – Meet the people putting on the event – help out – they will introduce you to others.
- **Stay late** – Don't wear out your welcome – yet near the end of an event you may make your best contacts of the event

## Articles For Sales Managers & Advisors continued from page 16.


- **75% rule** – Spent 75% of your time with people you don't know – spend 25% of your time building existing relationships.
- **Common ground** – When you meet someone you don't know, find something you have in common to talk about.
- **About them** – Focus on things about them – become an interested introvert rather than trying to be an interesting extrovert.
- 

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- Have a goal of how many new people you can meet each week.
- Develop a 30-second commercial that is easy for people to understand about what you do.
- Networking only works – if you do. It is only effective - if you are.
- Networking is finding people that may become prospects for you.
- It is building relationships with people who can become centers of influence for you.
- It is critical to keep expanding the number of people that know you, keeping them familiar with you, getting them more comfortable with you.

**A key element in networking is ensuring people know who you are, where you are, and what you do.**

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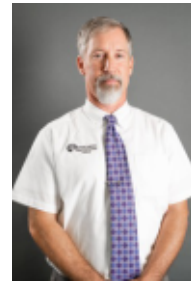
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## Update on Chris Sullivan Spring Grove Cemetery

OCA President

Chris thanks everyone for all the well wishes and wants everyone to know that he is recovering at home and hopes to be back to work soon



OCA Board & membership



## Position Available

Ohio non-profit cemetery seeking experienced manager familiar with all aspects of cemetery management including fundraising, sales and land development. Candidate must be knowledgeable of office procedures, grounds maintenance and possess good communication skills.

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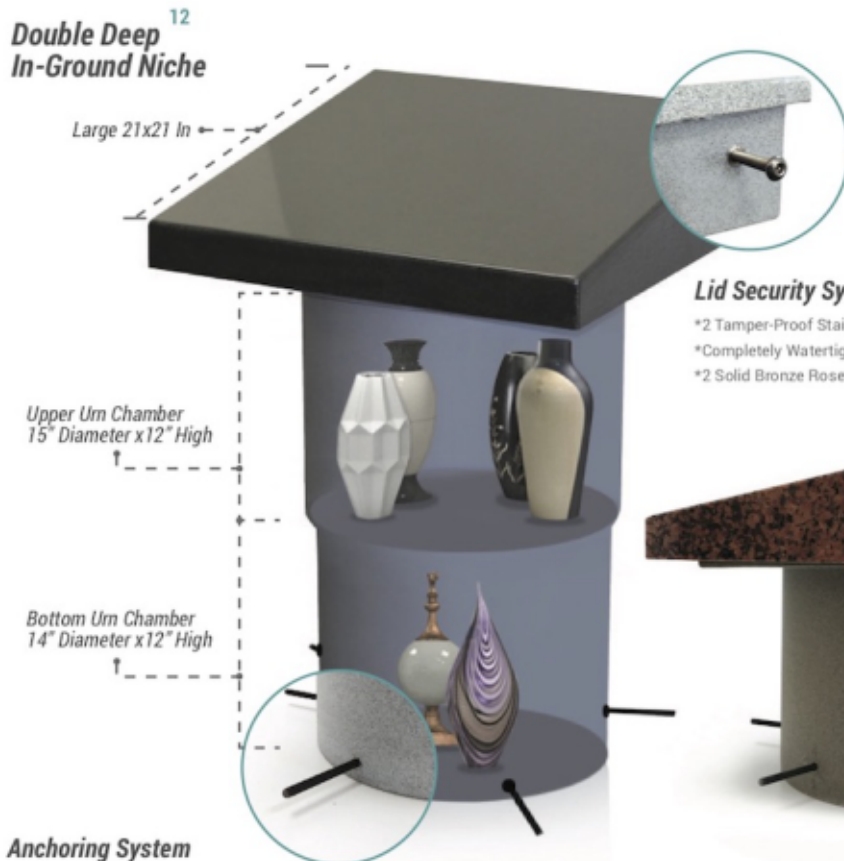




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