

OCA Journal

July 2021 | Volume 11 | Issue 3
Publication of the Ohio Cemetery Association



GOLF OUTING ANNUAL CONVENTION/TRADE SHOW FIELD DAY AT UNION CEMETERY

Visit with fellow cemeterians and all the suppliers supporting this event. See their ads in this journal.

August 2-3-4, 2021

Agenda and registration forms can be found on the OCA website.

www.ohiocemeteryassociation.com

See you there!!

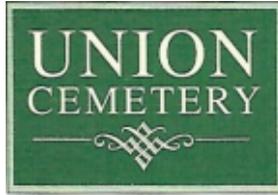
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Spotlight On Host Cemetery For Field Day

August 3, 2021



For over 215 years, Union Cemetery has been offering diverse, personal and dignified professional burial services in central Ohio. From traditional burials to scattering gardens for cremated remains to mausoleum crypts and niches, we offer a variety of options at reasonable fees with exceptional service.

Ours is a historic, attractive, well-cared-for, centrally located cemetery on 128 acres where you can respectfully memorialize your family members in an environment that encourages quiet reflection and peace of mind. Union Cemetery is owned and operated by the not-for-profit Union Cemetery Association and maintains an excellent working relationship with local funeral directors and clergy. Our courteous and helpful staff perform hundreds of burials each year and are committed to reducing the stress a death can place on families.



What is known today as Union Cemetery, just west of Olentangy River in Columbus, Ohio, first became a burial site in 1806 when Northwest Territory pioneer and Revolutionary War veteran Balsler Hess was buried there on the site of his family farm. Additional members of the Hess

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Spotlight continued from page 2.

family and other families were buried at the site over the next 40 years. In 1847, Union Cemetery was established on land purchased from the Hess Family. During the next several years the number of gravesites continued to grow, and family burial sites began to be replaced by organized cemeteries. The Union Cemetery Association was created in 1878 to manage the cemetery. The trustees of the association purchased other small parcels of land in the years that followed, including 75 acres on the west side of Olentangy River Road in 1946. This addition is located about one half mile north of the old cemetery's north border and accepted its first interment in 1954. The first of three mausoleums was built in 1985.

Union Cemetery Association is proud to serve as the cemetery of choice for the 2021 OCA Field Day. Union previously hosted a field day many years ago and we are grateful to have the chance to do it again this year.

Please come out and join us along with all the suppliers for a fun day. You will have the chance to talk to other cemeterians and view the latest equipment and cemetery supplies for the industry. Schmidt's Catering will cater the lunch.

The site for the field day is located at 3050 Olentangy River Road Columbus, Ohio 43202.

If you need assistance in getting here do not hesitate to contact me at (614) 648-1967.

Jimmie J. Blevins
General Manager
Union Cemetery Association

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President's Message

A message from President Sullivan

Greeting from Southwestern Ohio where the air is thick with humidity and the cicadas have gone back underground. I hope that your Memorial Day weekend was a success. Spring Grove Cemetery had a great weekend both weather wise and with the number of visitors that came into the cemetery. With 2020 being such an off year it was nice to have visitors back in the cemetery. We did not have all the events we would have had pre-pandemic but the one event we did have had more visitors than we anticipated. Memorial Day rivaled Mother's Day with the number of cars that came into the cemetery.



The Ohio Cemetery Association is set to hold our Annual Convention during the first week of August, 2 - 4. It will be an in-person event with speakers, a field day, food and drinks, and our golf outing. Please see the OCA website for more details including how to register for golf and hotel information along with an agenda of speakers.

One of our biggest challenges at the OCA is participation. There are lots of cemeteries in the state but only a fraction will participate in the events the Association holds. The OCA is most successful, and our members too, when we have the participation, interaction, and involvement with the members and suppliers. I urge you to come to our events and invite other cemeteries in your area to attend, whether it is a private, religious, or municipal cemetery. When you do come to the events, bring questions and if you have answers to other members questions, give them. We are all better when we share our experiences. Interact with our Suppliers and get to know the representatives. We are all after the same goal, to serve our families to the best of our ability.

I hope to see you in Columbus at the Summer Conference, August 2 – 4.

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)

Greenville Union Cemetery Walking Tour

Greenville Union Cemetery
200 West Street
Greenville, OH 45331
(937) 548 3235



The Fort Greenville Chapter of the Daughters of the American Revolution (DAR) will host walking tours on Thursday July 15 and 22, 2021 at the Greenville Union Cemetery.

The tours will begin at 7 p.m. and last approximately one hour, featuring several veterans buried at Greenville Union Cemetery.

The July 15th tour will feature six veterans in the new section. This tour will include World War II veterans including a female veteran.

The July 22nd tour will feature six veterans in the old section, this tour will include American Revolution, Civil War, World War I and World War II veterans.

There are approximately 1,565 veterans buried at the Greenville Union Cemetery with the earliest being in the American Revolutionary War

Both tours are free and open to the public. Members from the DAR chapter and some family members will give information of the veterans service and experiences while serving for their country.

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Green Velvet will have a booth set-up at Field Day - August 3rd! We will have technical sales representatives on-site to answer all your turf & ornamental needs, as well as a special guest representative from Arborjet.

Also, be sure not to miss out on Andrew Muntz's talk on "TURF PESTS - ECONOMICAL WAYS TO DEAL WITH COMMON TURF PROBLEMS." Which will run from 10 am - 10:30 am on August 3rd.



We have the solutions for both your turf & ornamental needs and look forward to seeing you at OCA's Field Day!

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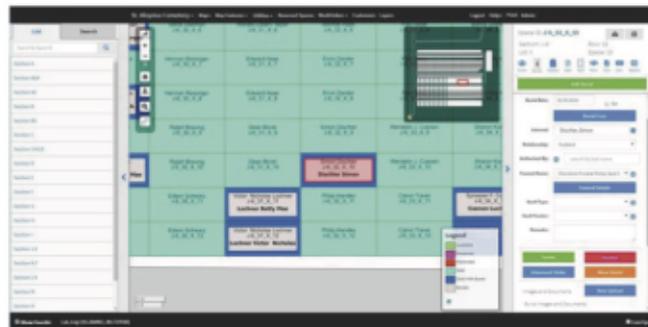
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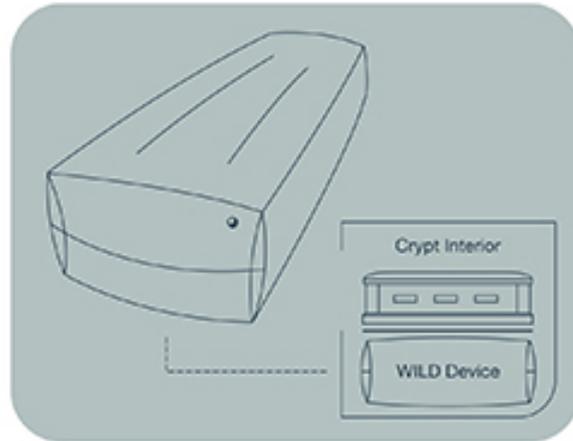
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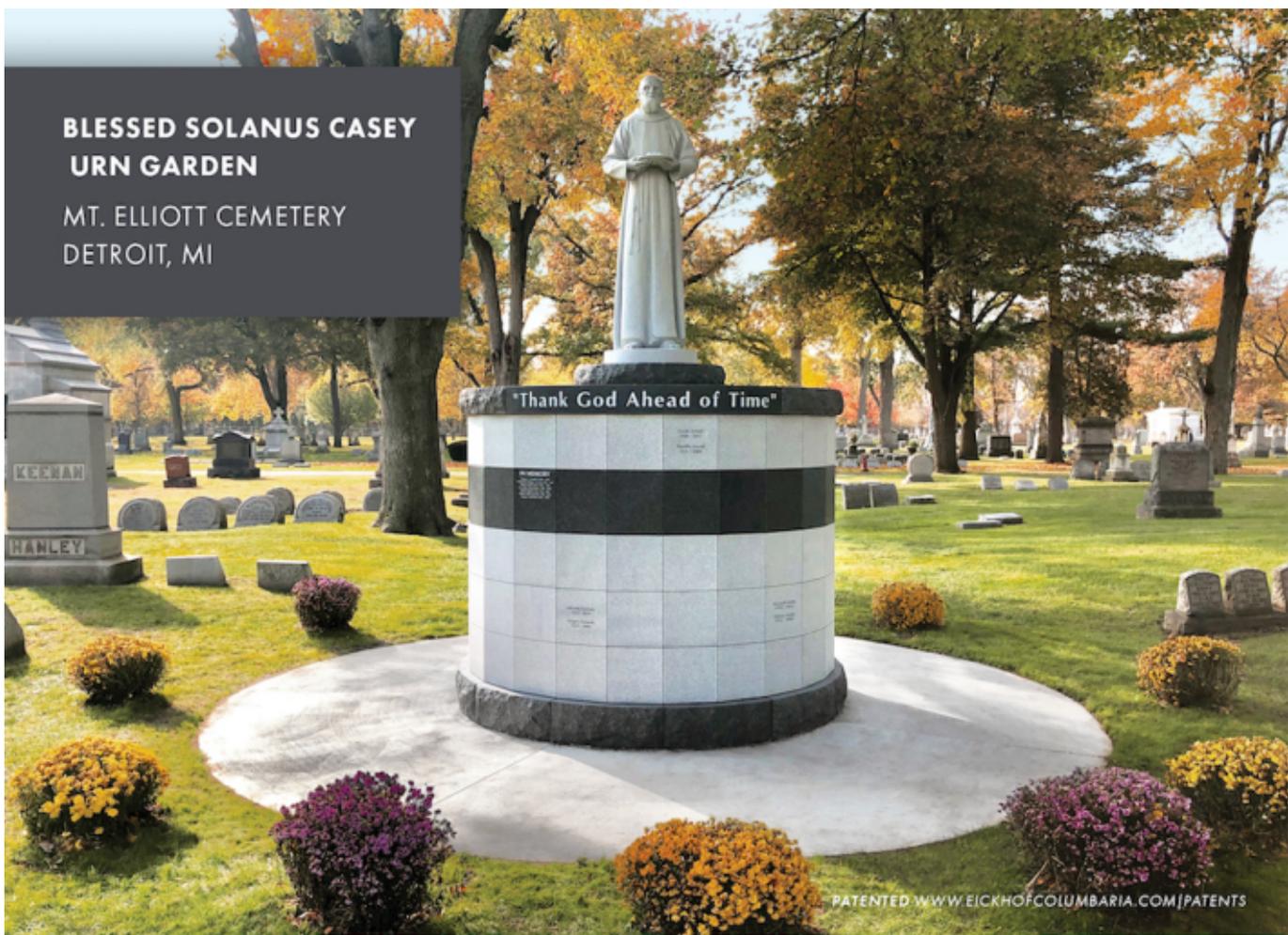
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WHY WATER MANAGEMENT MATTERS

Water is essential—people, plants, and animals all need it to survive. But water is becoming more than a line-item in the budget. With an increase of severe weather events, droughts, shrinking water supplies, and a global attention on changing weather patterns, companies are starting to pay closer attention to their water usage strategy. So, how can cemeterians become more water wise?

Select the Right Plants

Native plants require less additional irrigation, pesticide treatment, and fertilizer than non-native plants. Well thought out and strategic tree planting can also help protect a cemetery from winter's intense winds and summer's penetrating sunlight. Planting perennials instead of annuals can help with cost and maintenance.

Retain Water with Mulch

Mulch can help keep soil moist and reduce the need for irrigation. Apply mulch at the start of growing season and freshen up as necessary to see the continuous benefits.

Pay Attention to Your Irrigation System

Inspecting and improving your irrigation system to match the moisture retention of the soil can make a world of difference. An effective irrigation system can reduce water use and drip irrigation cuts down on the amount of water lost to runoff and evaporation. Low-flow water devices can help save water and money.

Capture Rainwater with Natural Features

Green infrastructure such as rain gardens and bioswales can capture rainwater runoff and use soil and gravel to naturally filter it for improved water quality. Green infrastructure can also work in tandem with man-made stormwater infrastructure.

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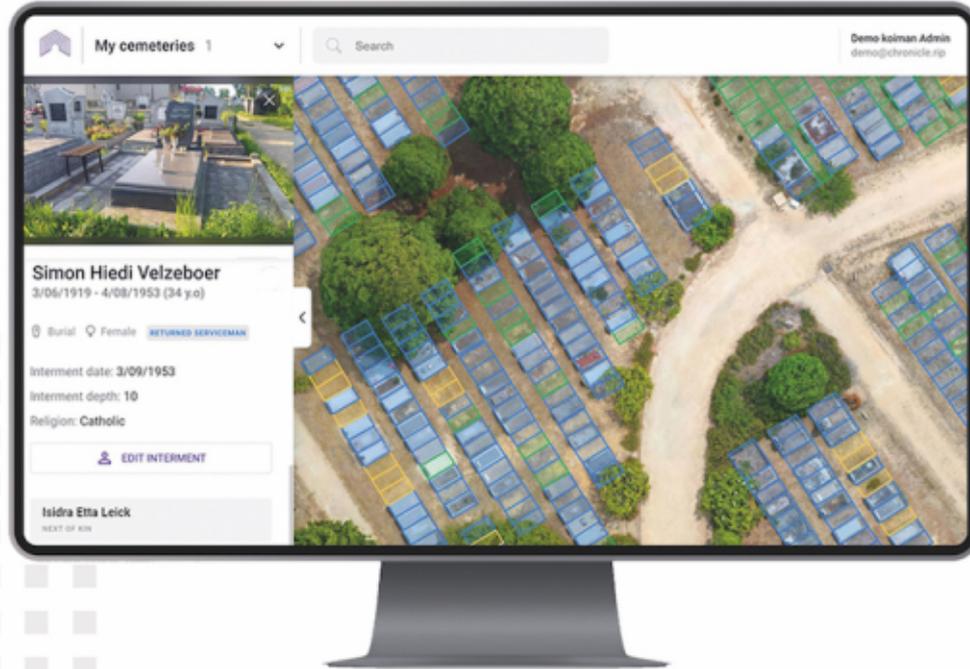


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Articles For Sales Managers & Advisors

Article from:  **Info Gary O'Sullivan Company (0603)**

FOR THE LEADER –

A leader's role is ultimately to get things done. The more effective the leader is in inspiring their staff the more things get done. When people are excited about what they are doing, why they are doing it, and who they are doing it for, the better they perform.

The ability to inspire, rather than just direct, is an important element for successful leadership. This month we will look at five principles required to inspire people to get results.

FOR THE SALES TEAM –

One of the most important aspects of developing as a sales professional is to stay focused on continuous improvement. Our personal and professional development is key aspect to our sales success.

This month we will look at some ancient wisdom that will remind us of the importance of becoming more so that we may accomplish more.

QUOTE FOR THE MONTH:

“It is not enough to be busy. The question is, what are we busy about?”

-Henry David Thoreau

Articles For Sales Managers & Advisors continued from page 15.

Inspiring People

A KEY ELEMENT OF LEADERSHIP

A leader's ability to inspire their team is one of the critical elements in getting things done. Here are five concepts that will help you be more effective in accomplishing this important leadership principle.

Ensure that the goal is clear –

It is important that the leader ensures that the task is clear. This requires time to ensure a clear message is communicated, it requires feedback to ensure the message was received, and it requires monitoring to ensure that everyone stays the course.

Communicate continuously –

People tend to lose sight of the goal, forget why the goal was important, or can become discouraged. The leader must continually be talking about the goal, keeping the vision clear and the purpose fresh. Leaders look for short-term wins to fuel the fires of encouragement.

Listening to understand –

People are motivated when they feel that their concerns are being heard. Leaders must learn the art of active listening. This requires listening for the meaning and feelings of what is being said. Active listening helps the leader discern what fears, challenges, and concerns the team has about reaching the goals set forth. This information helps the leader to know what issues to address.

Teach failure isn't fatal –

To keep their team inspired after setbacks, the leader reminds their team that failure is our teacher not our jailer. Effective leaders teach that failing forward is how we learn and grow. Leaders inspire their team with lessons learned from failure, explaining how they now are more informed and stronger.

Belief and encouragement –

People get inspired to do more and become more when they know that their leaders have faith in them. Encouraging people to go beyond their present abilities is a key motivating factor.

Articles For Sales Managers & Advisors continued from page 15.

“BEFORE YOU CAN HAVE SOMETHING, YOU MUST BE SOMETHING.”

Johann Wolfgang von Goethe (1749 – 1832)

It is a principle as old as human existence. It is a desire we all have. Everyone wants to have more of something, but what is sometimes forgotten, is that before we can have we must be. It is our personal and professional development that brings all things our way.

Here are a few key principles that you can begin to build on so that you can have the things in life and business that you desire.

**If you will become a person of integrity –
You will have the trust of others.**

**If you will become a professional-
You will have more business.**

**If you will become a person who continuously learns-
You will have more knowledge.**

**If you become a person who cares about others –
You will have more people interested in you.**

**If you will become persistent-
You will have more sales.**

**If you will become a person of discipline –
You will have your desires.**

**If you will become a consistent prospector –
You will have more people to see.**

**If you will become a better listener –
You will have more information.**

**If you will come passionate about your profession –
You will earn more money.**

**If you will be more focused on your clients needs –
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