

# OCA Journal

September 2021 | Volume 11 | Issue 4  
Publication of the Ohio Cemetery Association

## President's Message

Another summer has almost come and gone and as we head into fall, I would like to take time to reflect on how successful and difficult too, this year has been. The measure of success is different for everyone because we all have had different expectations of what 2021 would bring.



The year started rather difficult in Southwestern Ohio. The Covid Pandemic was driving a lot of what we did and how we behaved in both our professional and personal lives. We had lots and lots of rain until we got to July, then the spicket turned off. We were above the yearly rain average by the beginning of July. The Cicada infestation turned out to be a slight annoyance instead of an invasion, a welcome departure from 17 years ago.

As far as the OCA goes, our big success this year was the Summer Convention. It was a great event both attendance wise and content wise. Participation was also something for us to be proud of. New members and suppliers are great to see. Hopefully we will keep the momentum going into 2022. Unfortunately, we do not have any events planned for this fall. Historically we have done a Fall Maintenance Seminar but with Covid still prevalent in the state, and the country, we will hold off until Spring of 2022.

The Board of the OCA will be meeting in October to elect new officers. We will also be looking at what events we will have in 2022. Pre-Pandemic the OCA would have at least 4 events; a late winter Sales Awards Banquet, a Spring Conference and Fall Maintenance seminars, and the Annual Summer Convention. For us to hold these events, we'll need cemeteries to be the main sponsor, so if you are interested in your cemetery being a focal point, please contact me or Jan.

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)

### In this Issue

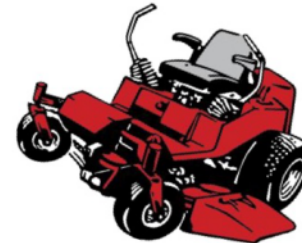
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**OCA**  
**OHIO**  
**CEMETERY**  
**ASSOCIATION**  
Caring professionals  
moving forward  
together

## **OCA ANNUAL CONVENTION FIELD DAY**

### **UNION CEMETERY - COLUMBUS**

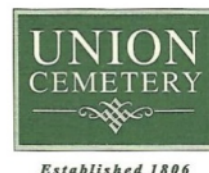
**TUESDAY - AUGUST 3, 2021**



**I would like to thank everyone who made it to the field day on August 3, 2021. It was a very good turnout and the vendors had some exciting equipment in addition to the fabulous food and ice cream for dessert afterwards. Although there was not much shade that day and it was pretty warm we made the best of it. I was honored to be able to host the event this year.**

**I would like to thank the staff who helped participate in the event and set up. Special thanks to Winston from Salem Stones and Melissa Hahn our family service counselor here at Union Cemetery Association for judging the contests and to the Union Cemetery board of trustees who made an appearance at the field day Steve Vagnier, Steve Copeland and Rich Baker. I hope to be able to host this event again in the near future.**

Jimmie Blevins  
Union Cemetery  
3349 Olentangy River Road  
Columbus, OH 43202  
PH: 614-267-5471



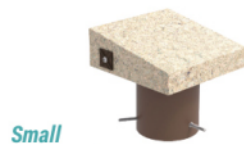
[unioncemeteryjimmiej@gmail.com](mailto:unioncemeteryjimmiej@gmail.com)

**[Pictures from the 2021 Annual Convention can be found on the OCA website under PAST EVENTS](#)**



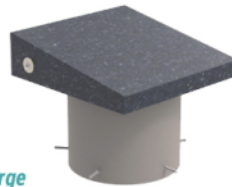


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- ✓ Urn Chamber 7" Diameter x 7" Deep.
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- ✓ 1 or 2 Urn Capacity Depending on Size and Shape of the Urns.
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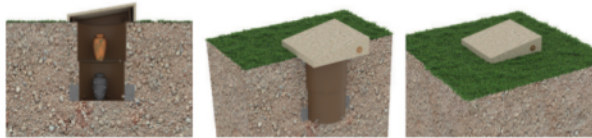
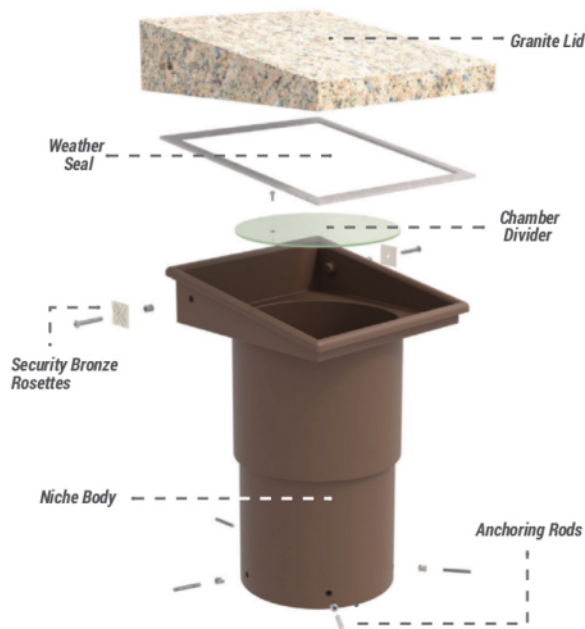
**Large  
In-Ground  
Single Deep**

- ✓ Urn Chamber 15" Diameter x 12" Deep.
- ✓ Large 21" x 21" Engraving Surface.
- ✓ 1 to 6 Urn Capacity Depending on Size and Shape of the Urns.
- ✓ 4 Steel Anchoring Rods.



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In-Ground  
Double Deep**

- ✓ Upper Urn Chamber 15" Diameter x 12" Deep.
- ✓ Bottom Urn Chamber 14" Diameter x 12" Deep.
- ✓ Large 21" x 21" Engraving Surface.
- ✓ 1 to 12 Urn Capacity Depending on Size and Shape of the Urns.
- ✓ 5 Steel Anchoring Rods.



All the product pictures and images are provided to give a general idea about the color, veining and variation of the stone and/or products.  
Natural Stones may vary from one consignment to the next.  
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# Cemetery Spotlight: Calvary Cemetery – Dayton, Ohio

Countless articles have been written on the effects of COVID 19 on the cemetery industry. For the most part, our operations were running smoothly, and then, the largest public health crisis in a century occurred and disrupted everything. From operational procedures that had to be modified, to families delaying burials, not to mention all the changes in daily life, the last year has posed some significant challenges.

Now, here at Calvary Cemetery in Dayton OH, we are ready to welcome the public back to the cemetery for events and tours. Calvary prides itself on “Creating Community and Celebrating Lifetimes” and one way in which we do this is through our public



*Angel Night main event tent location*

events and tours. Although the majority of our events will host 30-50 people, our flagship event “Angel Night” attracts almost 2,000 people to the cemetery to tour our Victorian angel monuments. Prior to COVID, many of these events occurred without much struggle. Our vendors were lined up, volunteers were ready to assist, and all the PR seamlessly occurred. After almost two years of public health crisis, we have encountered many challenges in restarting our events. Vendors closed due to lack of business, volunteers are hesitant to come into public due to virus fears, and many contacts at local media outlets have left the industry. The question for organizing events becomes “How are we going to do this?”

The first thing we need to realize is that our events have changed and will probably never “be the same way they were,” even if we follow our pre-COVID planning notes. I’ll never forget a drill sergeant on the first day of Air Force Officer Training School telling us “Flexibility is the key to airpower.” As we prepare to re-start events,

this phrase could easily be adapted to the cemetery industry. When we find out that our preferred vendor closed due to staffing shortages, is there another vendor in the region that can fulfill our request? When a church group states that their volunteers are hesitant to assist, is there another group? One such situation arose this past Memorial Day when we realized that it would not be possible to host our annual Memorial Day Mass due to the size of the crowd and local health restrictions. I reached out to the Knights of Columbus and they arranged for a wreath ceremony in our soldier section. The Knights went so far as to write a script for the event, purchase new military branch flags, and provide about 20 Knights in support; all from a simple ask. The perceived setback of cancelling the Memorial Mass turned out to be an avenue to expose a new group to the cemetery, and, a new event to the public.

Another item to consider is setting a backup plan well in advance of our events. Although our “Angel Night” is a spectacular event, welcoming over 2,000 people each year to the cemetery, if the public health regulations change in our region overnight, did we organize a backup plan? Does the traditional format necessarily



*Illuminated Sacred Heart Statue taken during Angel Night*



*Knights of Columbus at the Memorial Day wreath ceremony*



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

have to remain the same? A simple formatting change may help us avoid outright cancelling an event that we have worked so hard to organize. One formatting change to Angel Night that we are ready to implement is changing our event from an in-person event with wagon tours, crafts, and musical performances to a “Drive Thru” type tour. The cemetery has been mapped and vendors have been notified in advance. We are living in a time where local governments could implement rules that would make it impossible to have 2,000 people gather together; often announcing safety measures just days before planned events. If a backup plan is devised months in advance, it will be much easier to implement at the last minute.

Finally, “taking a deep breath” when you encounter a setback will help you throughout the entire process. If the goal is to “Create Community and Celebrate Lifetimes” by hosting events during the middle of very trying times, we have to realize that setbacks will be the norm. If we can relax, and not let minor inconveniences define the event, our events and cemeteries will once again shine for all the public to see.

Article submitted by:  
Scott Wright, M.Div.  
Community Outreach Director  
Calvary Cemetery  
OCA Board Member



*Tour of St. Kateri Preserve  
with the “socially  
distanced” crowd in  
attendance*



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# THE TRADITION

Fall 2021



A Publication of the Riverside Cemetery Association and Foundation

ISSUE NUMBER 54

## Greetings and Introduction

The Tradition newsletter is a publication designed to introduce families new to Riverside Cemetery and to keep members informed of the current happenings around the grounds. Riverside Cemetery is a non-profit association of lot owners. Revenues from sales and services are used to fund day-to-day operations of this active and historic Cemetery. If you wish to be added or removed from the newsletter mailing or emailing list, or have any questions regarding Riverside Cemetery, please let us know.

See page 6 for Contact Information and Cemetery Hours.

## Holiday Wreaths & Bouquets

NOW AVAILABLE

See Announcement  
on Page 6



## Cleveland Landmark Turns 125

### The History Behind the Office of Riverside Cemetery

On December 9th, 1895, during the final moments of a Riverside Cemetery Trustee Meeting, the subject of a new office building was formally introduced. Our original office was a cottage style structure built 20 years earlier which served well but with a need for larger quarters becoming increasingly apparent, and considerably favorable comments on this day were shared, a motion was made to give our Executive Committee full support to begin plan development.

Many of those who visit our cemetery today will stroll by and see our beautiful 19<sup>th</sup> century office building which stands proudly just within the main front gate entrance. A wonderful example of Romanesque design, this massive castle-like structure has served as our administrative building for 125 years and counting.

The location of where to build the new office building was discussed during an Executive Committee Meeting held in May of 1896. In attendance was President James M. Curtiss (Superintendent and Clerk), and members Samuel W. Sessions, Jacob S. Hartzell, and Frederick Pelton (Cleveland Mayor 1871-1873), along with appointed architect Charles W. Hopkinson with designs in hand. The spot chosen was the ornamental garden which parted roads about 275 feet after entering from then named Pearl Street. Mr. Hopkinson's revised plans were enthusiastically approved, along with his requested fee of 5% of the total construction cost.

The next meeting of Executive Committee was held at Citizens Savings Bank at 2:00 PM on Tuesday, June 30<sup>th</sup>, 1896. The purpose of this meeting was to consider the bids received from 11 sub-contractors and award contracts to each who were selected. One of the more important and costly decisions to make was deciding material for the building's exterior. Granite was deemed far too expensive, and figures from multiple companies were considered. Vice President Sessions presented samples of stone from the quarries of East Longmeadow (sample stone seen on page 2). Ultimately Longmeadow's red colored brownstone was chosen. Contractors in the industry of masonry, carpentry, iron work along with others were selected. The sum of accepted bids was \$17,360 which would have allowed Mr. Hopkinson about \$868 for his supervisory services (*continued Pg. 2*).

### Inside:

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**Newsletter continued from page 6.****The Tradition Fall 2021**

Left:  
The town seal of East Longmeadow. The seal shows the train station on Maple St. where all the stone was shipped from, along with other items relating to the quarry industry. Both the Riverside office and Leisy mausoleum used the quarry from this town

(Continued from Pg. 1)

Contracts were prepared quickly to be sure that work could begin at once. While most work, including the major outside structure of the building, were on their way to completion, the careful choice of heating system was not decided until a meeting on November 3<sup>rd</sup> of 1896. After weighing out advantages and disadvantages of each option the Pease Hot Air & Steam system was selected, and William A. Eckerman was awarded that contract. The masonry contractor became financially insolvent during construction and Riverside covered his indebtedness to 6 different creditors. Finishing touches to the new office were done during early 1897.

As you walk up the outer steps and pass through the building's wrap-around porch you can see that at one time there were quite a few entry doors. Today we utilize only one of those entrances towards the west end closest to Pearl Road. Imagine during the summertimes of long ago, having every entryway open allowing a cooling breeze to enter before the time of electric air conditioning. The first thing you see as you walk in from outside is a magnificent two-story high Great Room with an inlaid oak wood ceiling above walls of 1 ½ inch thick yellow roman bricks. For those seeking assistance from office staff we have our main office space right off that Great Room just to your right as you entered. There is a wooded spiral staircase leading to a meeting room with windows facing south, and on that same level, a record storage room with windows facing west on curved walls directly below the circular corner tower. Take a few more steps up, and you either have the option to go straight into the attic directly above the Great Room with windows that face west, north, and east, or you can head to the highest point with access to the tower itself while getting a closer look of the clay tiled roof. The public doesn't typically see above the first floor, mainly because the space is used to hold office records which accumulate when operating steadily through 3 separate centuries. If you are one of the few who have seen upstairs, you would be in rare company. If you happen to have spent any time in our 125-year-old basement, or any 125-year-old basement for that matter, consider yourself one of the brave ones!

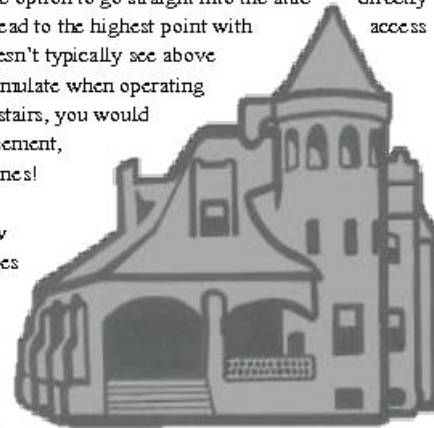
The office was opened by Spring of 1897, and the first Trustee Meeting in the new building was held on a Monday, June 28<sup>th</sup>, of that year. At that meeting the Trustees spoke about their two great accomplishments of the past year, which was the completion of not only the office, but also the giant steel bridge. This bridge no longer stands today and is a story for another time.

In 1977, Riverside Cemetery's office building was named a Cleveland Landmark and became a part of the National Register of Historic Buildings and Places in 1987.

Beyond the visual aspects of its beauty when visiting this wonderful piece of local history, you feel a sense that you are in the presence of so many past moments that must have occurred throughout its existence. The world is definitely a much different place than the year 1896, but when you are standing inside a building like this, it's a little easier to image what it may have been like.



Above:  
An example of Meadowbrook stone salesman would show to offer color and texture. On display at the Springfield Natural History Museum in Massachusetts



Newsletter continued from page 7.

**The Tradition Fall 2021**



## Holiday Wreaths & Bouquets

### NOW AVAILABLE

Wreaths – \$45

5 styles available. Price includes tax, easel-stand & installation

Poinsettia Bouquet – \$30

Price includes tax, cone-shaped vase & installation

Placement in early December. Items will remain on graves until the spring clean-off which starts March 1st.

WHILE THEY LAST!

SEE ORDER FORM FOR SELECTION AND DETAILS

### Hours & Contact Info

Cemetery Gates

October – March 7:30 a.m. – 5:00 p.m.  
April – September 7:30 a.m. – 7:00 p.m.

Office Hours

8:00 a.m. – 4:00 p.m. Monday – Saturday (Closed Holidays)

Grave Clean-off Dates

March 1st & October 15<sup>th</sup>

(Weather permitting)

3607 Pearl Road  
Cleveland, OH 44109

## (216) 351-4800

Website

[www.riversidecemeterycleveland.org](http://www.riversidecemeterycleveland.org)

Email

[riverside.cemetery@att.net](mailto:riverside.cemetery@att.net)



[facebook.com/riversidecleveland](https://facebook.com/riversidecleveland)

### HEADSTONE DO's AND DON'T's

Finding the perfect memorialization for a loved one can be a daunting task that requires time and consideration. It is because of the investment that one must endure that we have chosen to review our headstone policy.

**DO's:**

- DO check with the office for section guidelines/restrictions
- DO fill out and have notarized the "Head stone Affidavit"
- DO ask online dealers to send us a sketch to be approved
- DO be sure graves are paid in full, with no pending balances
- DO know that you have the option to pay ahead the foundation/installation charges

**DON'T's:**

- DON'T make your own stone, plaque, sign with dates of birth or passing
- DON'T leave stones, plaques, or signs on the grave during clean off
- DON'T forget to do your research... Ordering a stone without approval will cause the stone to be removed and discarded.
- DON'T place a stone (even with prior approval) without making the office aware of placement

Should you have any questions please refer to the office team and someone would be glad to clarify before you place your investment in a memorialization for your family.

### Administrative Staff & Grounds Keepers

<b>Mark Craig</b> <b>Jamie Spinnell</b> <b>Shirley Bill</b> <b>Bill Halley</b> <b>Kenneth Langley</b> <b>Scott Halley</b>	<b>Gen. Manager</b> <b>Admin</b> <b>Foreman</b> <b>Treasurer</b> <b>Asst. Foreman</b> <b>President</b>
------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------



# Position Available: Groundskeeper at Dayton Memorial Park

## Cemetery Groundskeeper – Fulltime

**Position Purpose:** Under the direction of the Grounds Supervisor, performs various labor intensive duties as well as skilled maintenance duties. This is a hands on position, requiring the ability to follow through with multiple tasks while maintaining quality as the top priority. This position requires knowledge of grounds maintenance, and general building maintenance and repair.

### **Key Responsibility: Cemetery Grounds and Building Maintenance**

#### Specific Duties:

- Under the direction of the Grounds Supervisor:
  - Performs grounds maintenance tasks which include removing trees and limbs, reseeding grass, landscape repair, raising and setting markers, plowing snow, minor road repairs, emptying trash cans, etc.
  - Operates a variety of motorized, including backhoe, dump truck and mowing mowers, etc.; ensures equipment is properly maintained, serviced and operated, making repairs as directed.
  - Regularly cleans and performs routine maintenance to assure the upkeep and pleasing appearance of the interiors and exteriors of all cemetery buildings.
  - Repairs or replaces fallen or damaged monuments.
  - Digs, forms and pours monument foundations.
  - Installs flat markers

### **Key Responsibility: Burials**

#### Specific Duties:

- Locates and probes, as necessary, to insure proper burial location.
- Makes sure burial site and the surrounding area are free of trash, limbs, unsightly flowers, etc.
- Installs boards and protection for markers and monuments
- Prepares interment sites before and after burials with the highest attention to detail and standards.
- Leads in funeral processions and collects permits and fees, when needed.

### **Key Responsibility: General**

- Communicates with all fellow staff members professionally and congenially.
- Understands the concept of Team work and practices it daily
- Provides excellent customer service to families, funeral home directors, vendors, staff, etc.

Revised 9/1/21 MAD

***Position available continued from page 9.***

- Completes all work with the highest standard of quality in mind.

**Position Qualification Requirements:**

Education and Work Experience

Minimum of two (2) years of experience working in grounds maintenance, preferably in a cemetery setting, and a High School Diploma or GED preferred OR any equivalent combination of education and experience.

Special Requirements

- Employee must possess a valid Ohio Driver's License.
- Successfully pass drug screening
- Employee must be able to read printed information and comprehend instructions.

Knowledge and Skills

- Basic knowledge of grounds keeping and/or cemetery maintenance practices and procedures.
- Trained and proficient in the use of mechanized equipment and in the operation of backhoe, dump truck, tractor, mower, small engine equipment, etc.
- Must have a high perception of cleanliness standards.
- Able to read and interpret maps.
- Ability to establish and maintain effective working relationships with other employees and to work effectively in a team environment.
- Able to follow directions and work without frequent supervision.
- Able to complete all paperwork and work logs.
- Able to provide quality customer service at all times.
- Must be attuned to good grooming and personal cleanliness and wear the uniforms provided by the Cemetery.

Physical Demands

- Employee is regularly required to use hands, arms and legs to climb or balance; stoop; kneel; crouch or crawl.
- Employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 100 pounds.

Who we are/What we do

Dayton Memorial Park Cemetery is a not for profit association dedicated to being a full service cemetery. Our services include: mausoleum entombment, cremains interment, or traditional burial.

Located at 8135 N. Dixie Drive Dayton, Ohio in Butler Twp

Salary Range:

\$15.00 – 16.00 per hour depending on experience and skills

**This job description in no way states or implies that these are the only duties to be performed by the employee. Employees will be expected to follow any other job-related instructions and to perform any other job-related duties requested by any person with authority to give instructions or assignments.**



## 2020 OCA Award Winners



### Sales Awards



Ashley Green  
Ridge Hill Memorial  
Park – Amherst  
Category Winner

### Sales Awards



Laura Favret  
Catholic  
Cemeteries/Columbus  
Category Winner

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## Sales Awards



Doug Tinsman (R) with  
Rick Meade Calvary  
Cemetery – Dayton

## Sales Awards



Scott Wright (R) with Rick  
Meade Calvary Cemetery  
– Dayton

## Sales Awards



Russ Smith (R) with  
Andrew Bales  
Lake View Cemetery –  
Cleveland  
Category Winner

## Sales Awards



Andrew Bales (L) with  
Anna Ferro  
Lake View Cemetery -  
Cleveland



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## Sales Awards



Karen Drake (L) with  
Andrew Bales Lake  
View Cemetery -  
Cleveland

## Sales Awards



Lake View Group  
Picture Lake View  
Cemetery – Cleveland

## Rookie & Sales Award Winner



Gavin Baker – Ridge Hill  
Memorial Park - Amherst

## Rookie Award Winner



Ben Grande – Rookie  
Award American  
Cemetery Services

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## Sales Awards



Eli Biancamano With  
Kirk Roberts -  
American Cemetery  
Services  
Category Winner

## Sales Awards



Wendy Brisbine  
American Cemetery  
Services

## Special Employee(s)



Grounds Crew At  
Ridge Hill Memorial  
Park – Amherst

## Pictures From The Annual Convention

August 2-3-4, 2021  
Embassy Suites Hotel Union Cemetery

Pictures can be found on the OCA website  
under Past Events.

[ohiocemeteryassociation.com](http://ohiocemeteryassociation.com)





Riverview Memory  
Gardens – Defiance  
Alex Perez With Mark  
Trish Speiser

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# Articles For Sales Managers & Advisors

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

This month we are going to look at a basic, yet often overlooked, way to help improve our business. It is by getting to the real reason things aren't working the way we intended. By asking a simple question, "Why?"

We will also look at ways our sales professionals can improve their sales by improving their relationships with their clients. Today more than ever – relationships matter.

## For the Leader -

Getting to the real reason when problems arise is the first step to ensuring they don't reoccur. This month we will learn the simple management principle of the 'five why's'. Rather than just dealing with the issue, find out the cause and fix it.

## For the Sales Team -

Building relationships is an important element in the sales process. We are going to look at the elements that are required to build positive and trusting relationships with customers. When you have a relationship with someone you are more comfortable with them and are more trusting of their thoughts and suggestions.

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## **FIVE WHY'S**

When problems arise it is important to try and determine the root cause of the problem. This cannot usually be done by simply asking, “Why?” Or “How did this happen?”

You must go deeper in questioning the issue. A simple yet effective management principle is called the five why principal. The concept is to keep asking ‘Why’ until you get to the real reason.

Here is an example to help you learn and internalize this effective management tool.

**Q - “Why did the flowers not get delivered on time?”**

**A – “Because the truck broke down.”**

**Q – “Why did the truck break down?”**

**A – “It had not been serviced”**

**Q – “Why was the truck not serviced?”**

**A – “Our new driver had not been briefed on the maintenance schedule?”**

**Q – “Why had the driver not be briefed?”**

**A – “He was not told about the training meeting”**

**Q – “Why wasn’t he told about the meeting?”**

**A – “His name never got to the training coordinator.”**

So the real problem was not that the flowers didn’t get delivered. The real reason was that the administrative process is not working effectively.



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## **RELATIONSHIPS MATTER**

**As our entry to the market keeps being hindered by restrictions, changing markets, and technology, developing relationships with the families we are privileged to serve matters now more than ever.**

**Here are five elements that are critically important in building and maintaining positive and trusting relationships with your families.**

**Focus on them – The more your focus on being of service, the more you are concerned about their needs, the more they will listen to what you have to say.**

**Listen – Listen with your ears, eyes, mind, and heart. By listening with all your senses you are able to hear their real concerns and help them think through their issues. This will also give you a sense of how they feel about you, your company, your products, and services.**

**Be their resource – Become the professional that they can count on. Let them know you are the person they can rely on when it comes to your profession.**

**Keep your word – Tell your families what you can and will do, then do it. If you can't do something – don't say you will. Remember, people do more attention pay to what you do than what you say.**

**Be available – Let you families know how to reach you, what your schedule is, and show them your willingness to meet with them when it is best for them.**

**People buy from people they like. People refer people they trust.**



# Welcome New Members!

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