

OCA Journal

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Publication of the Ohio Cemetery Association



Message From Outgoing President

While I never expected to be the President of the OCA, I'm glad I stepped up when it was needed. My experience has mostly been a learning experience. While I had been on the Board for several years, I had never been the President of anything. The time forced me to step out of my comfort zone, which is a more behind the scenes one, to an area that is in the spotlight.



My main theme as I wrote other President messages was one of participation. The OCA is only as good as what our membership puts into it. I urge all members to try and contribute to the betterment of the Association as its main function is to serve its membership with education of its members, educating the families we serve, and networking opportunities. Without participation all cemeteries in Ohio will suffer in the sense that we aren't working together to be able to best serve the families we deal with.

I would like to thank the other members of the Board for their hard work and knowledge on the many issues we dealt during the past year.

Like always, I will remain available to all questions cemetery related. Good luck in 2022 and stay safe.

Chris Sullivan – OCA President
Manager of Burial Operations at
Spring Grove Cemetery & Arboretum
Spring Grove Funeral Homes/Oak Hill Cemetery
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Message From Incoming President

OCA Members,

As we head into yet another COVID year (AKA 2020 version 3) most of us are still faced with many challenges; staffing shortages, quarantined staff, supply chain issues, supplier delays, parts for repairing equipment, increased burials etc. The real question is how many of these issues are going to become our new normal. Are we going to be forced to adopt new ways of doing business, apply new policies and procedures and adjust new workflows?



One of the most valuable benefits of membership into trade associations like the Ohio Cemetery Association is the opportunity to share ideas, provide moral support and even a little commiserating! Please be sure to make every effort to attend as many of our upcoming events as possible. We will be getting dates and locations out soon. If you have any specific topics that you would like addressed, please be sure and let Jan Burrowes know so we can incorporate them into the events.

As always, our board members are always available to assist with specific questions or situations you may come across throughout the year. Again, simply message Jan and she will send us your request. If we haven't met personally, I look forward to meeting you at one of these events this year.

Sincerely,

Kirk D. Roberts, 2022 OCA President
Sherwood Memorial Gardens
American Cemetery Services
7067 Cleveland Road
Wooster, OH 44691
PH: 330-345-7700
FX: 330-345-8379
Cell: 330-621-1329
kirk@robertsgroup.cc

The new year stands before us, like a chapter in a book, waiting to be written. We can help write that story by setting goals.

Melody Beattie

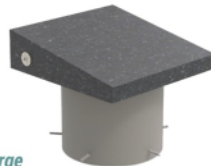


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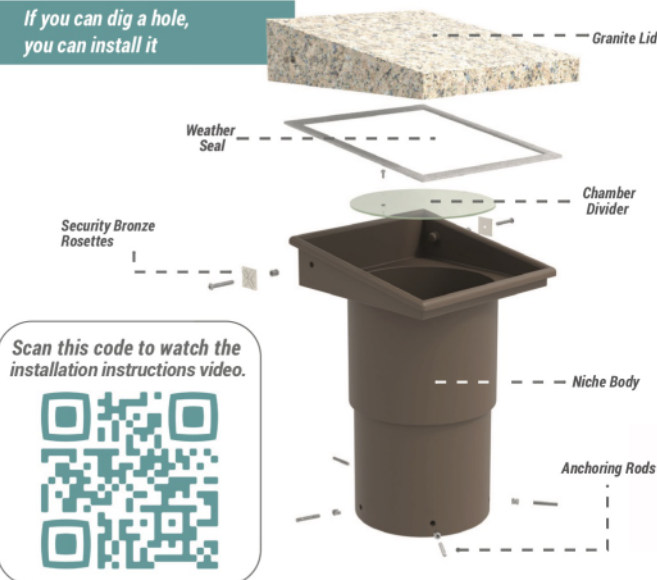
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Cemetery Spotlight: Calvary Cemetery – Dayton, Ohio

Utilizing New Media in Cemetery Marketing

Scott Wright
Outreach Director, Calvary Cemetery Dayton
Vice President, Ohio Cemetery Association
Secretary/ Treasurer, Catholic Cemeteries of Ohio



My director asked me to begin incorporating new forms of media into the 2022 Marketing/ Outreach plan for Calvary Cemetery, Dayton OH and I was intrigued. We are already advertising on TV, radio, social media, Google, and local print. The cemetery hosts public tours and history lectures, events, and outreach in the larger community. We even have an app for our families to find loved ones grave sites. I thought that I had all my bases covered; what else could there possibly be? This year, as a new adventure, we are reaching out into the world of podcasting.

For those unfamiliar with podcasts, they are recorded programs on a variety of topics. They can range from completely scripted to a free-flowing conversation. They are audio presentations, instead of You Tube style videos. Most nights at home, my wife has programs such as “The Sporkful” or “Radiolab” on at home, which range on the informative side. I will tend to listen to the “Dale Jr. Download” and stories about the history of NASCAR. There is seemingly a podcast out there for every person. However, there really aren’t that many podcasts on cemeteries, or our industry in general. I did manage, during research, to find quite a few podcasts on Google such as the “Mr. Cemetery Show” that is “dedicated to the dark corners of the world.” This year, Calvary Cemetery, a historic 150 year old Catholic cemetery, is aiming to utilize podcasting for outreach across the internet. With topics such as cemetery history and memorialization for the general public, or, modern interment practices and marketing for the cemetery professionals, this should be an adventure when fully launched in Q2 of 2022.



To our great surprise, the setup fees for recording podcasts were not all that great either. With just my laptop, I was able to download Audacity at no cost. Audacity is an open source download that does take some time to learn to use, but is fairly easy to use in the long run. Our actual recording equipment was the Rockville Rock Mix 2, costing less than \$200 on Amazon. The distribution of the podcast turned out to be a little tricky, navigating a maze of hosting services and registering the show with various platforms such as Google and Apple. Depending on your preference, logo branding can also carry a large price tag. However, with such a niche subject, we have chosen to focus on content and will worry about the snazzy logos later.

Obviously, this is a work in progress for the cemetery, even as I write this article. As we learn more about podcasting successes and failures as we approach our launch date later this spring, I will communicate them to the OCA. The main point, however, is to keep researching and trying new avenues of marketing. Some may work well; some may be epic failures. However, we will never know unless we try. Marketing, while intimidating, can be a fun adventure and great way to highlight the important role of cemeteries in the communities that we serve.



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Jimmie Blevins – Union Cemetery, Columbus

Jimmie was born in Newark, Ohio and had his first job at age 15 through school program called OWA with Newark Air Force Base in 9th grade. He was a member of the National Junior Honor Society in Junior High School. Continued work experience in High School under the OWE program and worked at Meijer in Newark until 1987.

He took courses in 1987 at Career Com College of Business and Mansfield Business College.



In 1988 began working at Union Cemetery Association as seasonal employee that advanced to a Foreman in 1995. He then went into sales position in 1999 where he was working unofficially as the Assistant Superintendent. In January 2018 he became General Manager.

He is a current member of the Ohio Cemetery Dispute Resolution Committee until July 2025, and recently elected as a board member with the Ohio Cemetery Association.

Jimmie was married on December 27, 2020 and has a total of 5 children (furry dogs LOL).

Paul O'brien, Oak Hill Cemetery/Spring Grove Cemetery and Arboretum

Like many other cemeterians I started off on a different career path. While working as a golf course superintendent, my position fell victim to the economic downturn of 2008. My father was working as a parking attendant for the Spring Grove Funeral Home and suggested I apply at the cemetery. Considering that death and taxes are the only two constants in our world I decided to apply, and I have never been happier. My cemetery career started in October 2008 as a Grounds Supervisor overseeing the mowing and trimming operation at Spring Grove Cemetery. After years of experiencing the business side as well as the emotional side of our industry I was presented with the opportunity to manage Spring Grove's sister cemetery, Oak Hill Cemetery. As I was growing in the company, Oak Hill was growing as well. In January of 2014 Oak Hill Cemetery became our second location with a cemetery and funeral home combination. Since then, I have been able to see the cemetery grow from a very limited number of burial options to being able to offer burial options that rival many of the top cemeteries in the industry. My hope as I move from OCA member to board member is to foster the same kind of growth and potential in our association.



OSHA Update From Sedgwick

Summary of work-related injuries and illnesses due to OSHA by February 1

Employers with eleven or more employees and whose establishments are not classified as a partially exempt industry must record work-related injuries and illnesses using OSHA Forms 300, 300A and 301. Employers who are required to keep Form 300, the Injury and Illness log, must post Form 300A, the Summary of Work-Related Injuries and Illnesses, in a workplace every year from February 1 to April 30. Current and former employees, or their representatives, have the right to access injury and illness records. Employers must give the requester a copy of the relevant record(s) by the end of the next business day.

OSHA's definition of work-related injuries, illnesses and fatalities are those in which an event or exposure in the work environment either caused or contributed to the condition. In addition, if an event or exposure in the work environment significantly aggravated a pre-existing injury or illness, this is also considered work-related.

If a work-related injury or illness results in medical treatment beyond first aid, you must record it on the OSHA 300 log. Required information includes:

- ☐ Completion of both the 300 and 300A
- ☐ Verify that you've classified each case only once on both forms.
 - ☐ A case that has one day away and several days restricted would be classified as days away from work, not both. Each case is classified only once, and it is classified as the most serious.
 - ☐ The other recordable case is a case that does not have days away or job transfer or restriction. The case is recordable because it is beyond first aid.
- ☐ Verify that the total number of cases equals the total number of injuries and illnesses; otherwise, you will receive an error message and will not be able to submit.

NOTE: Some employers with 20 or more employees are required to submit information from their OSHA300A electronically by March 1 every year.

For more information, please contact Craig Lanken at 330.472.1656 or craig.lanken@sedgwick.com.

Words of Wisdom

Tim Connor, CSP

[“Life without laughter is a dreary blank.”](#) Thackeray. Welcome to 2022. I hope you had a safe and fun-filled holiday season and are ready to get back to what you love best – your career and the services you provide to others. As you begin another year of your life and look back over the past twelve months in reflection what was the single biggest person, situation, event – whatever that had the greatest impact on your life and how you view yourself and/or the world around you? As we begin another chapter of life I always like to start each new life segment with the right direction, goals, purpose, mission, hopes, desires, and yes plans. But the single biggest objective for me each year regardless of any past, current, or future circumstances is to always laugh – at myself, at life, just laugh at anything and everything. I’m not by any means suggesting that you should laugh at serious situations like health issues, the loss of loved ones, or any significant situations but that you consider as you move through this year – find the joy and laughter in whatever you can as the days and weeks pass.

[“It is not how much we give but how much love we put into it.”](#) Mother Teresa. I probably should have mentioned this quote before Christmas but in hindsight let me ask you when you purchase gifts whether for holidays, birthdays, or special events which is the most compelling or important to you – the cost or investment in the gift or the thought, joy, and emotion that goes into the selection of the gift? As I look back over the years of giving gifts to family, friends, and clients my process depended on who the gift was for and often an agenda that I often attached to the gift. It took a lot of years for me to come to realize that the gifts we give to others and I’m not just talking about presents but the gift of; time, support, love, compassion, understanding, etc. are more meaningful and valued when they come from a position of knowledge, wisdom, and love and not just money and fluff. I’ll leave you with a question – as you look back over the many years of your gift-giving, what gift did you give someone that had the greatest impact on their life and or your relationship to them and was or will be remembered for what went into the choice of it and not its cost, value or investment?

[“Each of us makes his own weather, determines the color of the skies in the emotional universe which he inhibits.”](#) Fulton Sheen. I’m not sure if you are a fan of Sheen’s writings but for me, many of his sermons, books, and articles have been very inspiring and eye-opening. This quote for me has helped me over time keep my eyes focused on what matters both in the short and long term as well as the root contributors to the emotions I have brought to various situations, relationships, and circumstances. Maturity is not the natural outcome as the years pass in our lives. I have met many younger people who are wiser than their age and a lot of folks in their later years who lacked the emotional intelligence to navigate their senior years with common sense and wisdom. One of my seminar topics I often mention is that there are two types of people what I refer to as inside-out or outside-in folks. Outside-in people tend to turn their lives, reactions, responses, etc. over to their outside world for any number of reasons while inside-out people look to their inside world for their responses to various circumstances. One quick example. You get a flat tire. Outside-in people start whining about road conditions, the tire quality, they don’t have time for this stuff, etc. while inside-out people just change the tire with their spare and move on. Know an outside-in person? Like being around them?



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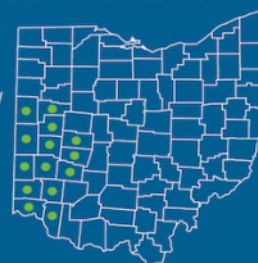
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Articles For Sales Managers & Advisors

Article  From: **Info**

Gary O'Sullivan Company (0803)

For the Leader –

The power of teamwork is powerful. Your business is a team, a group of talented professionals working together to create a unique offering of service that in reality creates your business over and over every day.

This month we will look at a few key elements that will help you increase the power of your team.

For the Sales Team –

Why do people fail? We spend a lot of time talking about why and how to succeed, but it is important to consider the elements that cause people to fail as well.

This month we will look at three behaviors that can be the cause of failure. Regardless of how skilled a sales person may be, if they don't stay on guard against these dangers they will fail.

Quote for the month:

“There are no problems we cannot solve together, and very few that we can solve by ourselves.”

Articles For Sales Managers & Advisors continued from page 10.

The Power of a Team

Team power is the power of people working together for a common cause, with mutual respect, and a shared vision.

Leaders that can assemble the right people, give them a sense of purpose, treat them with dignity, and share the vision of what is being created together is a leader who benefits from the powerful momentum of an effective team.

J.C. Penny once said, “It was a great day when I realized that what I could do by myself I was limited. But what I could do with others was limitless.”

Are you capitalizing on the power of your team? Review the following list of benefits of a powerful and effective team. Then do a review of your organization to ensure you are getting all the power your team has to offer.

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Articles For Sales Managers & Advisors continued from page 11.

- Teams have more ideas and different perspectives
- Teams have more ability to get more done in less time
- Teams have different views on the how the service levels can be enhanced
- Teams can compensate for each others weakness
- Teams can multiply each others strengths
- Teams take the credit and the blame
- Teams share the victory and the defeats
- Teams sharing the ups and downs creates humility
- Teams make the goal more important than the role

For a leader to create the positive power of teams in their organization they must:

Communicate the vision, encourage people to give their input, be approachable, get the right people on the team, give clear direction, and give timely feedback.



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Articles For Sales Managers & Advisors continued from page 12.

WARNING!

Be Aware of the Three Factors for Failure

As a sales professional there are numerous aspects of the sales process that are required to ensure our success. However there are also factors that if you do not guard against will cause you to fail, regardless of your sales skills.

Review these three factors of failure often. Ensure that you protect yourself from falling victim to their effects on your success and future.

Failing to get along with others –

You are in the people business. Your ability to develop relationships with people, inside and outside of your company, is critical. Building rapport, gaining trust, and having open communication is essential to your success.

If you fail to get along with people, all people, people you like and don't like, you will never reach the level of success that others have who have mastered this professional craft.

Failing to keep going –

It's not the falling down that causes failure, it's the not getting up. You must never think about giving up. Most people give up mentality before they do physically.

Don't decide that it's over, that you can't do it, that you're beaten. It has been said that failure is only failure when you accept it as so.

Keeping a positive attitude accompanied by positive action will keep you going. Perseverance has been sighted as one of the key elements of any successful person.

Failing to get into action –

Procrastination is the silent killer of many careers. Procrastinators say the right thing and doing nothing.

Success requires action. Failure says, just wait, we are going to do it, just not now. Just not now become not ever. People who don't get into action – are people who fail.

Woodland Arboretum Foundation When Winter Darkening All Around



By Paul Laurence Dunbar

When winter covering all the ground
Hides every sign of Spring, sir.
However you may look around,
Pray what will then you sing, sir?

The Spring was here last year I know,
And many bards did flute, sir;
I shall not fear a little snow
Forbid me from by lute, sir.

If words grow dull and rhymes grow rare,
I'll sing of Spring's farewell, sir.
For every season steals an air,
Which has a Springtime smell, sir.

But if upon the other side,
With passionate longing burning,
Will seek the half unjeweled tide,
And sing of Spring's returning.

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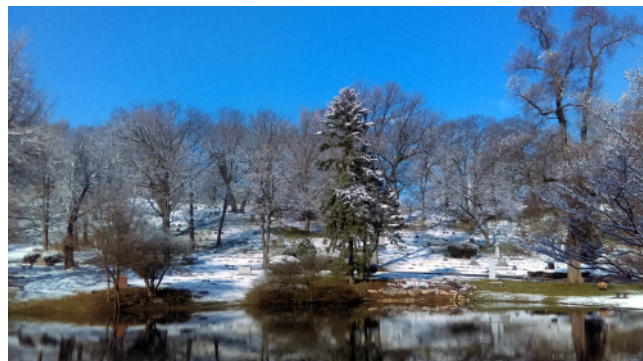
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