



President's Message

Dear Members:

We have a good start to 2017. Our Spring Conference in Columbus was an ideal venue and place of interaction among members. Our keynote speaker Bill Northrup, long-time principal of the nationally respected Worthington High School, gave an inspiring talk aimed at OCA and our diverse membership. He talked about the business of business, customer care and branding, and there was a very good response from our crowd. We received good marks for the other speakers and panels as well.



Our Annual Conference, scheduled for July 31 – August 2 at the Hilton Garden Inn located in Mayfield Village near Cleveland is setting up to be another great OCA event. The Field Day will be held at Lake View Cemetery. The Fall Maintenance Seminars are scheduled for October 5 at Perry Township Cemeteries (North) and October 10 at Greenwood Cemetery in Hamilton (South). Expect details soon, but put those dates on your calendar.

The OCA's purpose is: to provide support to Ohio Cemeteries, Funeral Homes and Crematories through training, education and legislative assistance and to instill a spirit of cooperation and fellowship among its members and peer groups throughout the State of Ohio. In pursuing that purpose, the Board has taken on our most pressing challenge, in keeping our Association a leading professional organization and viable to all members. I am happy to say our engagement with consultants WATT + Company has proved worthwhile regarding that challenge. WATT interviewed scores of members, non-members, former members, and vendors to get a gauge on what our people wanted and needed in terms of communication and ongoing education. (See article on page 8.)



The masthead image provided by Spring Grove Cemetery - Cincinnati.

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Upcoming Events

Annual Convention

July 31, August 1-2, 2017
July 31 - Golf - Stonewater Golf Course

August 1 - Field Day - Lake View Cemetery

Fall Maintenance Seminar North

October 5, 2017
Perry Township

Fall Maintenance Seminar South

October 10, 2017
Greenwood Cemetery - Hamilton

continued from page 1...

The result is an Action Plan that will greatly enhance our ability to communicate with you on a very regular basis. One of the new tools in this process is OCA Alert, an email newsletter that will have the ability to send you informative material on a semi-daily and weekly basis, informing you of pending legislation, breaking news, news of events and speakers, and much more. This communication vehicle will go out to members and non-members as well and will demonstrate the vitality of OCA throughout the year.

Another new communication vehicle will be our Links Library, wherein members can watch and hear commentaries from speakers at our various conferences. The first of these complete tapings of the day were conducted at our Spring Conference in Columbus. The Links Library will be posted on our Website for those who could not make the meeting and those who were there who want to review the talks and share them with their colleagues. Watch for the Links Library on YouTube as well.

OCA is making a major commitment to social media and other media forms that can be a true asset to our members and in the attracting of membership participation, and new members as well. I want to thank all who have participated in this process and welcome all who are interested in moving the OCA into the best direction for today and the future.

The Board with the assistance of Tim Long have been watching and interacting with some recent legislative activity that is pertinent to our industry. See Tim's update in this issue.

There is an added dash of vigor at OCA and we know it will be to the benefit of all.

Best Wishes, and watch for more info,

Marilyn Brandt
President

Upcoming Events

Details Will Be Available Shortly

Annual Convention

Monday, July 31, August 1,2, 2017

Location: Hilton Garden Inn - Mayfield Village, Ohio

Golf Outing	Monday July 31	Stonewater Golf Course – Highland Heights
Field Day	Tuesday August 1	Lake View Cemetery

Fall Maintenance Seminars

October 5 & 10, 2017

North	Thursday, October 5	Perry Township - Perry
South	Tuesday, October 10	Greenwood Cemetery - Hamilton

Visit www.ohiocemeteryassociation.com/Upcoming-Events for more information.

Awards Banquet Recap

OCA AWARD WINNERS FOR 2016

RECOGNIZED AT THE AWARDS BANQUET – FEBRUARY 18, 2017

American Cemetery Services	Kirk Roberts
American Cemetery Services	Dennis Davidson
American Cemetery Services	Wendy Brisbane
Catholic Cemeteries - Columbus	Laura Favret
Forest Lawn Memorial Gardens	Mike Seeley
Forest Lawn Memorial Gardens	Julie Snoeberger
Glen Haven Memorial	Renee Hans
Lake View Cemetery	Russ Smith
Lake View Cemetery	David Stefancin
Miami Valley Memory Gardens	Connie Carpenter
Ottawa Hills Memorial Park	Janet Williams
Ottawa Hills Memorial Park	Michelle Rutkowski
Spring Grove Cemetery	Dianna Heredia
Spring Grove Cemetery	David Simon
Spring Grove Cemetery	Stephanie Burress
Sunset Cemetery	Angela Tortorice
Sunset Cemetery	Jennifer Heskett
Sunset Hills Burial Park & Memory Gardens	Gregg Heidy
Sunset Hills Burial Park & Memory Gardens	Josette Book
Sunset Hills Burial Park & Memory Gardens	Ron Karlo
Sunset Hills Burial Park & Memory Gardens	Eric Ball (Forest Hill)
Sunset Hills Burial Park & Memory Gardens	Diane Reese (Forest Hill)
Sunset Hills Burial Park & Memory Gardens	Mike Nolf

ROOKIES:

American Cemetery Services	Wendy Brisbane
Sunset Hills Burial Park	Gregg Heidy

SPECIAL EMPLOYEES

Ottawa Hills Memorial Park	Pete Adamson
Sunset Hills Burial Park/Forest Hill Cemetery	Mike Nolf

PICTURES FROM AWARDS NIGHT CAN BE FOUND ON THE OCA WEBSITE (PAST EVENTS)

Begin planning for our next Awards Recognition Night in February 2018

"The secret of getting ahead is getting started." - Mark Twain

"Become the person who would attract the results you seek." - Jim Cathcart

See page 13 for an image of the award winners.

Awards Roundtable Recap



FEBRUARY 18, 2017 3:30 P.M. ROUNDTABLE SESSION

Prior to the festivities at the 2017 Awards Banquet we hosted a roundtable discussion on all things cremation.

We discussed several topics around cremation including;

USING PROPER TERMINOLOGY

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SELLING VALUE TO VIEWING, SERVICES AND PERMANANT MEMORIALIZATION,

MAKING AN EFFECTIVE CREMATION PRESENTATION

DEVELOPING A POST-NEED PROGRAM

We also received from feedback from those that could attend and will adjust the schedule next year so that more award winners can attend the educational portion of the program as well.

CONGRATULATIONS AGAIN TO ALL ROOKIE ADVISORS, SPECIAL EMPLOYEES AND AWARD WINNERS!

Kirk Roberts, Program Chair
American Cemetery Services



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Welcome New Members

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jwilson@cmseast.com

Mental Rehearsal

The Habit of Role-Playing

To improve their performance athletes know practice is required. In basketball, they can shoot free throws and engage in one-one-one drills. Golfers can practice at the driving range or on a putting green. Yet the greats not only practice physically, they practice mentally as well.



Jack Nicklaus once said, "I never hit a goal shot without having a sharp picture of it in my head. First I 'see' where I want the ball to finish. Then I 'see' it going there; its trajectory and landing. The next 'scene' shows me making the swing that will turn the previous images into reality." This is the next level of practice. It is the mental rehearsal of what you are going to do and seeing the outcome you desire. Sales people who make a habit conducting mental rehearsals or role- playing have consistent success.

Sales people who learn concepts initially but never work on perfecting it or mentally rehearsing their desired outcomes, eventually just wing it. Then just as a professional athlete who fails to practice, the sales person settles for a lesser degree of performance than they could otherwise have had. In some cases, their performance can fall to the point they have to leave the profession.

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Mental rehearsal involves imagination, the mental practice of performing a task as opposed to actual practice. In mental rehearsal, one imagines performing the task and the desired outcome. It has been said "practice makes perfect." The only way that you can practice perfectly is to do it mentally.

It is never the profession that fails, it is always the professional. To ensure that you achieve the level of performance you are capable of, learn to engage in mental rehearsals. Consistently rehearsing, role-playing, and mentally seeing your desired outcomes are a key component to your future success.

The Top Four Areas of Focus of Mental Rehearsal

Prospecting – Practice your prospecting scripts to ensure you are saying the right things the right way. Go over your responses to the objections you know you will encounter when prospecting. With consistent rehearsal these responses will become automatic.

Presentation – Review your presentation. Go over and over it in your mind with the correct emphasis, voice inflection, and focus.

Objections – All professions have a series of common objections. Know what they are and rehearse the right responses.

Outcomes – See every aspect of your sales process having a positive outcome. See yourself obtaining the appointment, making the sale, being the top sales person. This visualization process will give you confidence, allow you to be more comfortable, and increase your performance.

Thanks to Kirk Roberts (American Cemetery Services) for sharing this article.

Cremation Certification Program Recap

The OCA has once again entered into a partnership with The Matthews School of Cremation and held 2 different programs in the Columbus, Ohio area for the operators of crematories across the country.



The first program held was a "Crematory Operator Certification" program. This program was held on Thursday, March 23 and provided the basic training and education for the everyday Crematory Operator. This program was designed to help the Operator perform his crematory duties in a safe, efficient and professional manner. This program provides the attendant with a certificate good for 5 years and 7 hours of continuing education hours for some. This year we had a total of 27 people who participated and some coming from as far away as the states of Florida, Montana, Colorado as well as Indiana, Tennessee and Pennsylvania.

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The second program held was the "Advanced Crematory Operations" program. This program was held at the same location on Friday, March 24. This program is designed for the experienced operator and goes into more details than the "Crematory Operator Certification" program. This program provides the attendant with a certificate and 7 continuing education hours for some. This year we had a total of 18 people who participated also from the same 7 states as the earlier program.

The OCA, with the goal of promoting education to the death care industry, has the intentions of providing these programs again in the year 2019. The OCA would like to thank The Matthews School of Cremation and the three great instructors Ron Salvatore, Rick Thomas and Will Carver. We could not provide this service and education without you and all that you do. Thank You!

Submitted by: Rufus Slade - Woodland Cemetery
OCA Board & Program Chair

Ohio Cemetery Member Findings and Creative Communications Action Plan

These findings and action steps were conducted from a survey of scores of OCA members, vendors, and non-members by our consulting firm, WATT+Company LLC. WATT continues to interact with members to obtain more data and will be working with OCA's staff and board to enact new forms of communication for our membership and prospective members. We believe these steps will be very important to the electronic and social media functions of OCA going forward.

Primary Findings:

OCA is a respected organization by virtually all people we interviewed, with its origins going back more than 100 years.

We interviewed some 40 people, including the entire OCA Board, a cross-section of members, non-members, former members and vendors.

While this is not a quantitative study – about 24% -- it is enough of a representation of OCA-oriented people to gauge feelings, thoughts, comments and facts.

Overwhelmingly, members and non-members like the Spring and Summer conferences, and other special get-togethers during the year. They like the opportunities to meet their compatriots from all over the State. These are definitely keepers in almost everyone's mind's eye.

Most agree they would like more communication. They enjoy the Journal and the information and advertising it provides.

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Some vendors, rightly or wrongly, think they don't get enough exposure for their products and services and wish a more cooperative effort to assist them. Others are fine with the ability to display their goods and services and have plenty of "face time" with customers and prospects. Some wish there was more opportunity to be on speakers' panels.

One senior member who has been involved with Board work and leadership over many years said that OCA has been reduced in membership and seems weaker, or less effective than in the past. He said the numbers attending conferences are declining, and he wonders how vendors can justify their participation. He thinks anything that can attract younger, active members would be a good thing, and that increasing the number of total members is an absolute. From 169 members to say 200 would make a difference.

Some members say they just can't get to meetings and conferences because of lack of time and/or budget. They admire the idea of a possible Links Library that would be mounted by filming talks at major conferences and perhaps special meetings on operational topics.



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Another way would be to bring mini-conferences to their regions of the State, but this would require manpower and costs against revenues. Instead, everyone we talked with, liked the idea of the Links Library concept. All they would have to do is go to the Links Library on the OCA website and punch up the particular link of interest to them.

Many complimented the OCA office and its service and information offerings, including The Journal.

The thought here is that OCA doesn't need much change in operational style, it has a commendable history, and most people are proud to be members or become members but that the methods of communication can certainly improve on a day-to-day basis. Some say that while most of the speakers are helpful to their causes, enhancement in the speaker category would be a good thing as well.

Also, there is a commonality that small township and some municipal cemeteries led by an appointed or elected Board of Trustees, have truly different needs and interests than medium-sized and larger cemeteries that are selling products and special services and may even have funeral homes within their scope. There seems to be a notion that perhaps more attention to these smaller entities, especially to their Trustees, for example, might be extremely helpful. This need not necessarily mean this be done via conferences but could be helped through the OCA Links Library, through OCA Alerts, through the Journal or perhaps through special break-out sessions at the conferences.

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Initial Action Steps:

It is clear that OCA needs to take more advantage of social media – such as Twitter, Facebook, YouTube, maybe even Instagram. And with Podcasts as well. Podcasts are very inexpensive to produce and could be truly helpful to the township and municipal cemeteries that often don't get to go to OCA's major conferences.

We, too, believe that the tool we shall call OCA Alert, an email product for immediate sorts of news and information, would be a facile way to reach members, former members, possible new members and vendor members – also certain traditional news media. This vehicle can be at-the-ready at any time, any day, to communicate short and quick information to constituents. One reason for sending some of these Alerts to general media is that it builds the OCA as a strong resource that is anything cemetery-related and thus expands the credibility of the association, which in turn makes it even more appealing to members, non-members and vendor members. We talked with some vendors who were interested in OCA Alert enough to say that they might be willing sponsors of ongoing editions. This should be looked into.

At this Spring Conference in March, we will be videotaping each of the speakers, from keynoter to industry specialists. These videos will become the foundation of the OCA Links Library that can be built upon from future conferences, from year to year. Soon, we will establish a top resource for membership – in this manner we form a distance learning mechanism that enhances the value of the conferences and special meetings, but also serves membership that just can't make it to these events. But we would feed them all sorts of helpful business, operational, marketing and grieving information, and much more.

We also think that the OCA Journal ought to be tweaked some and modernized to give it the verve of a vibrant association. It is good the way it is – but can be made more appealing and effective through improved graphic design and written content material.

Logo, stationery, signage and other graphic day-to-day conveyance pieces should be reviewed, although this is not a considerable issue, and we do like OCA's slogan: "Caring Professionals Moving Forward Together."

And any way we can keep OCA, its purposes and services to membership always in mind, the better. This even, in certain cases, such as legislative reports, would include traditional news media, establishing OCA as Ohio's prime source of information on every aspect of the cemetery industry.

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One other area that could be effective in building credibility and understanding for OCA would be to set up a Speakers' Bureau, where certain leaders and experts from the membership would engage in speaking before other organizations. This could be anybody who would have an interest in what we have to say, such as Rotary, Chambers of Commerce, Preservation Societies, Architectural and Historical Organizations, Groups Interested in Horticulture and Wildlife. Certain trends, such as pre-planning, cremation, traditional funerals, and possible things on the legislative front would be part of the conversation.

We believe that membership gain and participation are at the heart of new strategies. Even though societal and business changes and challenges are ever-present, it is still very much possible to present OCA, as not only the leading regional organization that it is but also to attract broader interest among current members and those who are not members or former members who can benefit from the vitality that OCA presents going forward.

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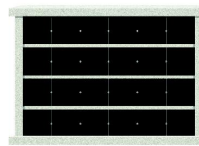
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Legislative Update By Tim Long

OCA Legal Counsel

The OCA Legislative Committee has been very busy over the last several months. Here's a summary of the principal legislative issues and activities with which the OCA Committee is currently involved:

Cemetery Grant Program Bill

As you might recall, the OCA participated in the Ohio Cemetery Law Task Force in 2014, along with other industry and interested parties. The Task Force Report and Recommendation, dated September 29, 2014, called for, among other matters, the creation of the Ohio Cemetery Grant Program to provide grants "to registered cemeteries, except for for-profit cemeteries, to defray the costs of the maintenance of the cemetery or training of cemetery personnel in the maintenance and operation of cemeteries". The Recommendation further provided that the specifics of the grant applications and award criteria would be developed over time through the rule making process.

After an initial lack of activity on the part of the legislature in response to The Task Force, Representative Pelanda, the Majority Floor Leader, introduced HB 395, around the middle of the 2015-2016 Session, to create the Cemetery Grant Program. Unfortunately, 2016 was an election year and the legislature was out of session more than normal. As such, the Bill never made it out of committee before the end of the Session.

Efforts to create the Ohio Cemetery Grant Program in the current Session are more promising, however. Representative Dick Stein, from District 57, recently introduced House Bill 168, which contains provisions dealing with the Cemetery Grant Program virtually identical to those of HB 395. Additionally, HB 168 contains several cemetery law "clean-ups" that various interested parties requested while meeting with Representative Stein prior to his introduction of the Bill. OCA requested and received revisions to clarify that: (i) insurance policies are permissible alternatives to bonding of individual trustees; and (ii) statutorily required cemetery trusts may adopt the Ohio Uniform Prudent Investor Act as their investment standards.

Finally, it should be noted that as HB 168 requires an appropriation of moneys to fund the grants, the thinking is that the Bill will progress concurrently with the budget process and, therefore, has a window for quick passage. As such, Members interested in reviewing the Bill (Jan Burrowes can email you a copy upon request) and providing comments to the Legislative Committee, should do so promptly.



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“Total Return” Legislative Effort

An Ad Hoc Committee comprised of the Legislative Committee and other OCA Members, counsel and several financial industry experts recently met to discuss the possibility of seeking to a major revision to Ohio Revised Code Section 1721.21. Specifically, while the current statute allows for the withdrawal of only “dividends and interest” from a cemetery’s statutorily required Endowment Care Trust, shifting to a “total return” standard would allow the annual withdrawal of a stated percentage of the Trust’s principal balance. The theory behind such a shift is that removing the Trust’s inherent bias toward investments that produce dividends and interest (i.e. such as growth stocks) will allow the fund to grow more over time and better serve the cemetery’s need for perpetual maintenance.

While the Committee discussed many alternatives as to how the stated percentage and principal balance would be established and measured, respectively, any discussion of alternatives is premature and beyond the scope of this article. Once again, upon request, Jan can send you a couple articles containing more detail.

In any event, the consensus of the Committee was that the philosophy has real merit. Next steps include formalizing and possibly expanding the Committee and studying the statutes from the dozen or so states that allow use of a total return standard in cemetery Endowment Care Trusts.

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OSBA Probate Section - “Right of Redisposition”

The OCA Legislative Committee has been discussing and responding to the Ohio State Bar Association Estate Planning, Trust and Probate Council’s (the “Counsel”) stated concerns regarding the interplay of the disinterment and right of disposition statutes for over a year. The Counsel believes that courts issuing orders allowing disinterment by persons other than the party that exercised the right of disposition are misguided. The Counsel believes that the right of disposition statutes vest the party granted the right of disposition with a right of “redisposition”.

The OCA Legislative Committee has communicated that there is no such thing as a right of “redisposition”, attempted to explain the concept of “final disposition” and that the industry is comfortable with Probate courts continuing to address Applications for Disinterment under the current disinterment statutes. The consensus has been that while there perhaps could be some clarification added as to how the two statutes interact, it would be misguided to totally overhaul the statutes to give the party granted the right of disposition a defacto power to block any disinterment efforts.

Visit OCA on the Web

Logon to the OCA website for the latest news.

www.ohiocemeteryassociation.com

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



2017 OCA Awards Night



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Mark Your Calendar

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October 5, 2017
Perry Township

Fall Maintenance Seminar South

October 10, 2017
Greenwood Cemetery
Hamilton

See www.ohiocemeteryassociation.com/Upcoming-Events for updated information.



Ohio Cemetery Association

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