

OCA Journal

September 2017 | Volume 7 | Issue 4
Publication of the Ohio Cemetery Associationz

President's Message

The 2017 OCA Annual Convention, held from July 31 through August 2 at the Hilton Garden Inn in Cleveland, was a rousing success. We had 80 attendees who came to play golf and enjoy other recreation, socialize at receptions/dinners, and then get on with the business of things with keynote speeches, followed by a variety of breakout sessions that had something for everyone.



This was the first Convention in many years that featured breakout sessions, where we could focus on topics of interest to large, medium-sized and smaller township and municipal cemeteries at the same time. I think this sets the stage for future Spring Conferences and Summer Conventions going forward.

The attendance and sponsorship participation was very encouraging with more than a dozen of diverse vendors who had plenty of time to talk with their constituents and show their wares and services.

On August 1, Dennis Roche, the creator of the highly successful Positively Cleveland Campaign in his role as president of the Greater Cleveland Convention & Visitors Bureau, kicked things off with his talk on the power of smart marketing, communication and goal setting. Next up was Don Winsett, Vice President of National Business Development for the Davey Tree Company. Then in the afternoon Field Day at Cleveland's historic Lake View Cemetery for outdoor vendors and trolley tours of the cemetery.

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Upcoming Events

Fall Maintenance Seminar North

October 5, 2017
Perry Township

Fall Maintenance Seminar South

October 10, 2017
Greenwood Cemetery
Hamilton

Sales Roundtable/Awards Night

February 17, 2018
Holiday Inn
Worthington



*The masthead image
provided by Perry
Township, Lake County.*

continued from page 1

The next day the breakout sessions were presented. They included talks on marketing and branding, ways to increase revenue, growing endowment, maintenance practices, monument restoration, sales policies and procedures, cremation ideas for small areas, customer relations, religious burial practices, and crisis communications.

Thank you to all who participated in this successful event.

I addressed the participants during the convention banquet. The following is a summary of what I said:

What is the Ohio Cemetery Association? How does it help us as cemeterians? Where is it going? What will happen if it doesn't exist? What will it look like in the coming years? These are questions I have asked myself over the past year and the Board has been addressing. Quite frankly we are in a transition. It's not the same as when I first became a member in 1998 and even more so prior to that, when there was double the membership and 150+ attending the various events. Times have changed. Many cemeteries have tightened up their budgets and staff; many townships struggle to find the money to maintain their properties let alone their communities, add to their challenge if they have to take on management of an abandoned cemetery; many cemeteries are now part of a corporation; and frankly it's easier to find information when the internet is at your fingers.

I believe the OCA is worth fighting for! In the code of regulations, our purpose is: to provide support to Ohio cemeteries 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. We have an obligation to the families that use our cemeteries to stay educated in management practices and in the products we use and sell. I believe we are obligated to be a source of knowledge for those who are out of touch. You would be amazed with some of the cases that the Ohio Cemetery Dispute Resolution Commission has to deal with, which several Board members are involved in. And the many phone calls and emails from cemeterians and consumers we get, looking for help just because we are an authority. And with the rocky political climate and consumer advocates all around we need to keep our eyes and ears open to any legislative issues that may affect our industry.

So what do we do about all of these changes? That's what the Board has been exploring these last couple of years. We have shortened up and slightly changed the formats of our educational events. We have contracted with Watt & Co., a marketing and communication consultant, to expand our identity on our website, newsletter and other social media. Ultimately that may be where we end up, with more communications through emails and the website. But that takes a lot of time and money to create. And how does that happen?

We will keep exploring and making changes to see works and what doesn't. But we need your help and input. It doesn't make sense that only 10 of us make decisions that will affect all of us.

In conclusion, this association is worth fighting for. Help us, in helping you!

Marillyn Brandt
OCA President
Lake View Cemetery
Cleveland

OCA ANNUAL GOLF OUTING WINNERS



Two teams tied for First Place

Team #1

Mark Funke
Tom Pfeifer
Paul O'Brien
Jerry Wantz



Team #2

Marilyn Brandt
Greg Brack
Mike Galland
Eric Hinkle

Closest to the pin: Tom Kayati, Paul O'Brien and Danielle Paskowski

Long Drive: Eric Hinkle

Long Putt: Paul O'Brien

July 31, 2017 (Stonewater Golf Club)

SCAVENGER HUNT



Winner of the VIZIO 24" Flat Screen TV

Dianne Bates, Tuscawaras Township



Calendar of Events

Fall Maintenance Seminars

The registration, and agenda for each day of the Fall Maintenance Seminars are in this issue of the OCA Journal.

Northern Ohio

Thursday, October 5, 2017

Perry Township
3840 Middle Ridge Road
Perry, OH 44081

Southern Ohio

Tuesday, October 10, 2017

Greenwood Cemetery
1602 Greenwood Avenue
Hamilton, OH 45011

Following are just some of the suppliers who will be in attendance at either one or both of the seminars. See you there!

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**See Steve at OCA
513-518-1570
sjbecker1@gmail.com**

Fall Maintenance Seminars

Suppliers continued. Also in attendance,

VALLEY TRUCK CENTERS SALEM STONES

And many more!!!

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



These two came in for service and are patiently waiting to process out.

Photo submitted by:
Woodland Cemetery - Dayton



Website: ohiocemeteryassociation.com



8:30 a.m. – 3:30 p.m.

FALL MAINTENANCE SEMINARS - SPEAKERS/SUPPLIER PRODUCTS & SERVICES/EQUIPMENT DEMOS
PLEASE ☒ THE SEMINAR YOU WILL BE ATTENDING

- ☐ **PERRY TOWNSHIP CEMETERIES - PERRY** **THURSDAY, OCTOBER 5, 2017**
- ☐ **GREENWOOD CEMETERY - HAMILTON** **TUESDAY, OCTOBER 10, 2017**

CEMETERY NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PHONE _____ **FAX:** _____

EMAIL _____

ATTENDEE NAMES

ATTENDEES ____ X \$25.00 = \$ _____

MAKE CHECKS PAYABLE TO: OHIO CEMETERY ASSOCIATION

RETURN WITH REGISTRATION FORM AND PAYMENT TO: 219 WEBBSHAW DR - CENTERVILLE, OH 45458

If you have any questions regarding these seminars please call

Jan Burrowes 937-885-0283 (Office) 937-604-0709 (Cell) email: jburrowes5@gmail.com or jburrowes@ceneterydata.com

or your seminar hosts:

Michelle Woltman – Perry Township
mwoltman@perrytownship-lake.com

440 259-5140

Perry Center Road Cemetery
3840 Middle Ridge Road, Perry - OH 44081

Dave Shanteau, Emily French - Greenwood Cemetery 513 896-9726
dshanteau@earthlink.net
emily@greenwoodcemeteryhamilton.com

Greenwood Cemetery
1602 Greenwood Avenue – Hamilton, OH 45011





Website: ohiocemeteryassociation.com



8:30 a.m. – 3:30 p.m.

FALL MAINTENANCE SEMINARS - SPEAKERS/SUPPLIER PRODUCTS & SERVICES/EQUIPMENT DEMOS

PLEASE ☒ THE SEMINAR(S) YOU WILL BE ATTENDING

☐ **PERRY TOWNSHIP CEMETERIES - PERRY** **THURSDAY, OCTOBER 5, 2017**

☐ **GREENWOOD CEMETERY - HAMILTON** **TUESDAY, OCTOBER 10, 2017**



SUPPLIER COMPANY NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PHONE _____ **FAX:** _____

EMAIL _____



ATTENDEE NAMES – if attending both seminars, please list names for each cemetery



One Company Representative including lunch \$100.00

Note: Attending both Seminars \$150.00

Seminar Registration Total \$ _____

of additional representatives @ \$25.00 _____ \$ _____

EVENT SPONSORSHIP \$ _____

TOTAL \$ _____



MAKE CHECKS PAYABLE TO: OHIO CEMETERY ASSOCIATION

RETURN WITH REGISTRATION FORM AND PAYMENT TO: 219 WEBBSHAW DRIVE - CENTERVILLE, OH 45458

If you have any questions regarding these seminars please call

Jan Burrowes 937-885-0283 (Office) 937-604-0709 (Cell) email: jburrowes@cemeterydata.com or the seminar hosts:

Michelle Woltman
mwoltman@perrytownship-lake.com

440 259-5140

Perry Center Road Cemetery
3840 Middle Ridge Road, Perry, OH 44081

Dave Shanteau/Emily French
dshanteau@earthlink.net
emily@greenwoodcemeteryhamilton.com

513 896-9726

Greenwood Cemetery
1602 Greenwood Avenue – Hamilton, OH 45011



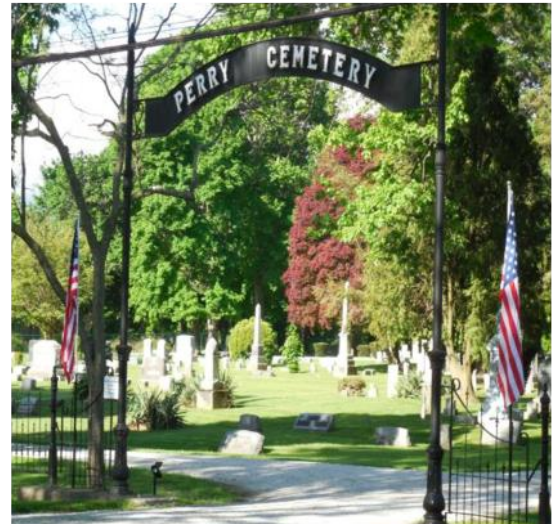
OHIO CEMETERY ASSOCIATION FALL MAINTENANCE DAY

Thursday, October 5, 2017

Perry Center Road Cemetery

3840 Middle Ridge Road, Perry, OH 44081

(440-259-5140)



- 8:30- 9:00 Registration / Coffee & Donuts
- 9:00- 9:15 Introductions & Announcements
- Wade Crofoot, Superintendent /Perry Township Service Department
- 9:15- 10:45 Maria Rupert, Compliance Safety and Health Officer
- Ohio Public Risk Reduction Program (PERRP)
- Topics: PPE, spraying herbicides, working with power trimmers, weed trimmers and mowing equipment; work zone safety around excavating equipment and dump trucks; and generally keeping a safe work place in your cemetery.
- 10:45- 11:00 Refreshments / Break
- 11:00- 12:00 Tree Health and trimming-Bill Hendricks, Klyn Nurseries
- 12:00-1:15 Lunch and Equipment Demos
- 1:00- 3:00 Headstone footer installation/demonstration and equipment operating contest
- 3:00-3:30 Wrap up and prize giveaway/ Winners must be present to win

***** PLEASE CONTACT WADE CROFOOT, PERRY TOWNSHIP AT (440-487-8103)**

or EMAIL: ptservice@perrytownship-lake.com ***



1602 Greenwood Avenue, Hamilton, Ohio 45011 • (513) 896-9726
GreenwoodCemeteryHamilton.com

**Ohio Cemetery Association
Outdoor Day
Tuesday, October 10, 2017
AGENDA**

Greenwood Cemetery Office Yard

- 1. 8:30 – 9:00 Registration / Coffee Donuts**
- 2. 9:00 – 9:15 Introductions – Emily French Greenwood Cemetery Office Manager and Shannon Bryant Cemetery Superintendent**
- 3. Continuous - Equipment Demos**
- 4. Continuous - Backhoe place the ring in the cone contest**
- 5. 9:30 – 10:30 Indoor Session 1 – Simply Creating Your Cremation Garden – Jose Castrejon, McGill Smith Punschon Design**
- 6. 10:30 – 11:30 Indoor Session 2 – Simply Creating Your Cremation Garden – Jose Castrejon, McGill Smith Punschon Design**
- 7. 9:30 – 11:30 Greenwood Cemetery Maintenance Facility Walking Tour**
- 8. 11:45 – 12:45 Lunch**
- 9. 1:00 – 3:30 Greenwood Cemetery Public Vault – This unique building was originally constructed in the late 1800's and remains as it was built. This building was used to house the remains of deceased Hamiltonians, Civil War Soldiers and all others that died but were unable to be buried in the harsh winter months in the late 1800's and early 1900's. Driving tours to the building will be conducted between 10:00 AM and Noon.**



The final quarter of the year is fast approaching and it's time for the final push to get your sales numbers up to qualify for the Awards Banquet.

We will be back at the Holiday Inn on Feb. 17, 2018 with a roundtable discussion late in the afternoon (exact times to be announced) with dinner, awards and entertainment to follow.

Remember, this is NOT just a sales awards banquet, it is for any special employee you want to recognize in your organization. So, mark your calendar, review your leads, set your appointments and finish the year strong!

Good luck, see you all in Columbus.

*Kirk Roberts – American Cemetery Services
OCA Board Member
Program Chair – Roundtable/Awards Night*

Harry Bullis, former chairman of the board of General Mills, used to give his salespeople the following advice.

"Forget about the sales you hope to make and concentrate on the service you want to render."

The moment people's attention is centered on service to others, they become more dynamic, more forceful and harder to resist. How can you resist someone who is trying to help you solve a problem?

Mr. Bullis said he would tell his salespeople "that if they would start out each morning with the thought, 'I want to help as many people as possible today,' instead of 'I want to make as many sales as possible today,' they would find a more easy and open approach to their buyers, and they would make more sales. He who goes out to help his fellowman to a happier and easier way of life is exercising the highest type of salesmanship.

Cemetery Spotlight

Perry Township Cemeteries Lake County, Ohio

Perry Cemeteries are owned and operated by the Perry Township Trustees and located in Lake County. Two active cemeteries serve Perry - South Ridge with 220 burials and Center Road Cemetery with 6450 burials to date. Our veteran burials number 965. The vault, pictured on the right, was constructed in 1880 to store bodies during winter until burials could be accomplished in the spring. It is now utilized as our Veterans' Memorial surrounded by flags representing the five branches of the military, commemorative bricks and flag holders honoring Revolutionary War veterans from Perry. Ezra Beebe was the earliest Revolutionary War veteran to be buried in Center Road Cemetery in 1813.



Earliest recorded burials in Center Road Cemetery were in 1811 when graves could be purchased for \$1.50 each. Currently, residents purchase graves at a cost of \$300 each. Perry has 95- 100 burials each year, approximately 1/3 of which are cremations. All services are provided at resident and non-resident rates.

With an eye to future burial needs, the Trustees expanded Perry's cemetery land by purchasing 25 acres adjacent to Center Road Cemetery to be used for future cemetery development as the need arises. At the present time, there are 1607 available graves in Center Road Cemetery and 168 available in South Ridge Cemetery. Perry Cemeteries allow upright, slant and flush monuments.

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All services, other than monument fabrication, are performed by a six-man Service Department staff who keep our cemeteries beautifully maintained. We are honored that many families choose our cemeteries as their final resting place.

Perry Township is hosting Fall Maintenance Day, Thursday - October 5, 2017. Registration forms are included in this newsletter and are also available on the OCA website, www.ohiocemeteryassociation.com/Upcoming-Events.

Cemetery Spotlight

Greenwood Cemetery Hamilton, Ohio

A Piece of History in Hamilton, Ohio

Hamilton's earliest burials were in public grounds, in the area of what is now the intersection of Front and High Streets. Other sites included: the Third Ward Cemetery between Third, Fourth, and Sycamore Streets (also known as Ludlow Park or Third Ward Park); the Rossville Cemetery (First Ward) at Park and D Streets (now Sutherland Park) on the west side. On occasion, family yards, rural plots, and farms became places of interment.

In the 1840's, Hamilton's leaders felt the need for a community cemetery. In 1848, Greenwood Cemetery Association was established. The cemetery land was purchased from David Bigham. The cemetery contains more than 1,800 remains from Hamilton's two pioneer cemeteries. Greenwood was modeled after the world-famous Mt. Auburn Cemetery in Boston and the Spring Grove Cemetery in Cincinnati. Adolph Strauch, the landscape architect and gardener who designed Spring Grove also planned Greenwood, although most of the work laying out the cemetery was done by prominent Hamilton citizens John W. Erwin, John M. Millikin, and Governor William Bebb. It is in the style of a park containing beautiful mortuary art. Many people who made major contributions to Hamilton, Butler County, the State of Ohio, and the nation are buried at Greenwood. Hamilton historian Jim Blount has written profiles of some of these people in his book Greenwood Biographies.



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Deceased veterans of all wars from the American Revolution to the present are buried at Greenwood, including the only Civil War general from Butler County and some of the most recent fallen heroes from the war in Iraq.

In 1994, Greenwood Cemetery was listed on the National Register of Historic Places by the United States Department of the Interior.

Greenwood Cemetery exists in the city of Hamilton which has been known as the city of sculpture, but Greenwood Cemetery is Hamilton's original sculpture park! Opened in 1848, Greenwood has thousands of monuments which are works of art in themselves! Walking through the cemetery, one can see the transitions Hamilton has endured, beginning with the days of Fort Hamilton and moving onto when the city was known for all of its manufacturing, through the large variety of personal mausoleums and memorials. The cemetery's upmost purpose is to commemorate the lives of our loved ones. Greenwood Cemetery has availability for the next 100 years so please come and visit us!

Greenwood Cemetery is hosting Fall Maintenance Day, Tuesday - October 10, 2017. Registration forms are included in this newsletter and are also available on the OCA website, www.ohiocemeteryassociation.com/Upcoming-Events.



**There are two ways to reach the top of an oak tree—
you climb it or sit on an acorn and wait.**





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Supplier Spotlight



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Supplier Spotlight



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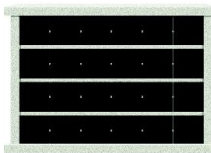
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Articles For Sales Managers & Advisors

Principles For Achieving Commitment And Results

“Leaders are only as powerful as the ideas they can communicate.”

Warren Bennis

A leader is a person who has the vision of where the company is going and a plan for getting there. Often the leader is not effective in getting his or her people equally dedicated to making the vision a reality. When this occurs there is an enormous gap between the people's commitment and the leader's desired results.

To close the gap, the leader must execute five key principles on a consistent basis to make certain that the goals of the organization are achieved. Effective leadership is founded on one basic premise, the ability to influence the attitudes, behaviors, and actions of others. To accomplish this objective the leader must understand what is required to gain people's commitment and get them to want what the leader wants.

Translate the vision into reality – The reality is defined by telling your staff the company's main purpose: where you are going, how you will get there, what you need to do today, and how you should do it.

Give people a sense of meaning – It is important for people to have a sense of significance in what they do. To get people's commitment the leader must relate how their specific task impacts the overall organization's success.

Keep them informed – To keep people involved and motivated about achieving the company's goals, they must be kept in the loop. If you want them to be a part of the process, they need to know how things are progressing. Let them know what is going well and what is not.

Let people know they matter – Not patronizing, but encouraging. People have a need to know that they are making a positive contribution and that their efforts are noticed. As simple as it sounds, a small thank you, I appreciate that you..., I noticed that you... goes a long way.

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Learn more, call us at
+1 (877) 290-6703
BiondanBronze.com

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Follow-through – Following through helps the leader to ensure the people are doing the things they need to be doing and within the right timeframes. It will also help the leader discover if there is a gap between commitment and the desired results.

Getting results does not just require the correct approach; it also requires discipline and an effective system.

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



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BELIEVE-
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your mind and
BELIEVE in your
heart you will
ACHIEVE in
reality

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Barbara Andre del la Porte

Ev. Lutheran Cemetery – Cleveland

Nancy Adams/Bracy Lewis

East Cleveland Township Cemetery

Larry Collins

Mt. Olive Cemetery – Solon

Michael McFann

Cemsites



LATE SEASON HIGH NITROGEN FERTILIZATION: THE SINGLE MOST IMPORTANT FERTILIZATION OF YOUR PROPERTY – TIMING IS KEY!

Article Written By: Randy Tischer – Owner, Green Velvet Sod Farms

While most lawns need to be fertilized at least 4-5 times throughout the year, if you were to only fertilize your cemetery grounds or maintenance property once a year, the Late Season, High Nitrogen Fertilization that is best applied in the month of November would be it! If applied at the correct time, and at the proper rate, Late Season High Nitrogen fertilizations will provide the grass plant with the “food” it needs to grow the most fantastic root system over the winter months, as well as provide early spring green-up as an added bonus!

Timing is the key! You must wait until the grass plant begins to enter early stages of winter dormancy. Here in South and Central Ohio, this is usually in Mid-November. When you think you have mowed your property for the final time this year, put your mower away, get your fertilizer spreader out and spread your High Nitrogen, Water Soluble fertilizer. Green Velvet recommends using our 46-0-0 or 32-3-5 Late Season fertilizers. If timed and applied correctly, the grass plant will convert the High Nitrogen fertilizer into carbohydrates. It will then use this “food” to grow roots all winter long!

Here at Green Velvet, we have been applying High Nitrogen Fertilizer to our turf in November for many years and we never cease to be amazed at the grass plant’s ability to dramatically increase its rooting system throughout the winter months. Think your turfgrass is “asleep” all winter long? Think again! Late Season – High Nitrogen fertilization – the single most important fertilization of your turfgrass during the entire season!



**STATE OF OHIO, EX REL V. FAIRVIEW
MEMORIAL PARK, INC., ET AL.**
CASE NO.: 17 CV H 05 0302, JUDGE DAVID M.
GORMLEY

CENTRAL OHIO CEMETERY FOR SALE

The undersigned is a court appointed Receiver of Fairview Memorial Park. I have been appointed by the Honorable David M. Gormley of the Delaware County, Ohio Common Pleas Court as a result of criminal prosecution of the former owners of the cemetery.

We are conducting business as usual and maintaining the premises in good condition. There are some 2,000 plus plots remaining available as well as 8 adjoining acres. The acreage has ingress and egress from State Route 23 just South of Delaware.

Since this is a Court appointed receivership, and a sale through the court system, very attractive terms can be offered.

For information, you are urged to contact me at the address or phone number below.

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Doing things by halves
is worthless because it
may be the other half
that counts

Remembering Our Friends

Scotty (Scott) Guy Ellis

June 6, 1943 - July 26, 2017

Scotty entered into this world on June 6, 1943 to the late Guy W. Ellis and Delma Ruth (Markin) Garland in Meigs County, OH. On May 27, 1972, he married Donna K. Ward in Marion, OH.

He worked as a Grounds Superintendent at the Grand Prairie Cemetery for 23 years and did construction all his life. He will truly be missed by family and friends.

Scotty was preceded in death by his parents: Guy Ellis and Delma Garland; step-parents: Earl Garland and Edna Ellis; a son: Todd Christopher Ellis; two sisters: Shirley Heckler and Lula Belle McElroy; and a brother: Guy W. Ellis, Jr.

He will be missed by his wife: Donna (Ward) Ellis; two sons: Jason S. (Sherry) Ellis of Marion, OH and Douglas S. (Sherri) Wilson of Nashua, NH; four brothers: Marvin Ellis, William (Joyce) Ellis of Texas, John (Mary) Ellis of Cleveland, OH and Gorman (Vicki) Garland, Sr. of Chatfield, OH; a sister: Jennie Espy of Marion, OH; a sister-in-law: Sandy Ellis of Marion, OH; six grandchildren: Hailee, Tyler and Jason J. Ellis and Erick, Chad and Jarrett Wilson; and numerous nieces and nephews.

Friends and Family came to honor Scotty's life on Sunday July 30, 2017 at the Oakland United Methodist Church. Funeral service was held on Monday, July 31, 2017 at the Oakland United Methodist Church with Pastor David Cottrell and Russell Howard officiating. Burial service followed at the Grand Prairie Cemetery. In lieu of flowers, donations can be made to the Marion Area Humane Society or donor's choice.

Mark Your Calendar

Sales Roundtable/Awards Night

Saturday, February 17, 2018

Holiday Inn
Worthington



Ohio Cemetery Association

Centerville Office
219 Webbshaw Drive
Centerville, Ohio 45458

www.ohiocemeteryassociation.com