



Outgoing President's Message

As 2017 comes to an end, it has been an honor and privilege to serve as your president. When I became president, one of my goals was to increase communication and value to your membership. So this being my last message to you as president, I'd like to mention a few highlights of the year. A new Links Library was added to our website, which includes videos of many speakers from our past year's events. A new email bulletin, OCA Alert is being sent with important updates. Also launching soon on the website, an Answer Corner for those questions you would like to ask your peers, and a Forms Library where various forms can be copied for your needs. The educational events were successful, well attended and filled with outstanding speakers and opportunities to engage with one another and our suppliers.



Meanwhile with the help of Tim Long, we continue to keep our ears listening for any legislative activity that may affect our industry. HB 168 which creates a "cemetery grant program" is moving along. And we continue to explore a total return policy. See Tim's article for more details.

2017 brought change and opportunity and I look forward to seeing how Patrick Ebright our incoming President and the OCA Board plans to build on this past year's work in continuing to increase the value and communication to our members. And before I step down, let me acknowledge those whose dedicated support was critical to keeping OCA alive and prospering:

Board of Directors – Pat Ebright, Kirk Roberts, Chris Sullivan, Joseph Wilson, Scott Harmon, Rufus Slade, Bob Porter and committee member Emily French; Ron Watt from Watt & Co.; Tim Long; Marge Dietrich (from Lake View Cemetery) and Jan Burrowes.



Marilyn Brandt
2017 OCA President
Lake View Cemetery -
Cleveland

*The masthead image
provided by Greenlawn
Cemetery Association -
Tiffin.*

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Upcoming Events

Annual Sales Roundtable, Awards, & Casino Night

Saturday, February 17, 2018
Holiday Inn
Worthington

Spring Maintenance Day

Thursday, April 5, 2018
Forest Hill Cemetery - Piqua
Host: Jim Roth

Annual Convention

August 6, 7, 8 2018
Holiday Inn - Eastgate
Cincinnati

Field Day

Mt. Moriah Cemetery
Union Township - Clermont
County
Host: Pat Ebright

Incoming President's Message

Dear OCA Members,

As we enter the New Year, I hope all members had a healthy and successful 2017. I would like to thank Marilyn Brandt our outgoing president for all her hard work, dedication and leadership over the past year. Her vision and industry knowledge has helped guide the OCA. I would also like to thank Jan Burrowes our secretary for all her hard work and efforts as well as our board members. Lastly, I would like to also like to thank our members who attended our association events over the past year. Your participation, input and suggestions are very important to the board.



When I first started attending our association events in 2010, I was new to this industry. Throughout the past several years my attendance, participation and involvement have helped direct and guide me. Though we all as members come from different backgrounds, we all share the common bond of working within this industry. I encourage any member with any ideas or interest in becoming a board member to contact us. We are always looking for new members to join the board.

Our year starts off with the OCA Sales Roundtable/Awards Presentation and Casino night on February 17, 2018. It will be held again at the Holiday Inn in Worthington. Please mark your calendars to attend for an evening of informative ideas, awards and entertainment. Next, our spring conference will be held on April 5th, at Forest Hill cemetery in Piqua. Jim Roth has graciously agreed to host this event. The format for 2018 has been changed to a one day "Spring Maintenance" event. Finally, our Annual Convention will be held in Union Township - Clermont County. It is currently scheduled for August 6th, 7th, and 8th. Please mark your calendars and plan on joining us.

Patrick Ebright
2018 OCA President
Union Township – Mt. Moriah
Cemetery – Cincinnati




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Notes from Tim Long

Total Return Committee: An Ad Hoc Committee comprised of the OCA Legislative Committee and other OCA Members, counsel and several financial industry experts met during the March Convention 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 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 will allow the fund to grow more over time, basically by inclusion of more growth stocks, and better serve the cemetery’s need for perpetual maintenance. The Ad Hoc Committee reviewed several articles which summarized research which support such theory and found the argument for allowing a total return standard as an alternative to be compelling.

As such, while HB 168, which would create the “Cemetery Grant Program” was working its way through the House of Representatives, the OCA requested the Bill’s Sponsor, Representative Stein, consider allowing a “total return amendment” to HB 168. However, the Sponsor ultimately decided against such inclusion as it would likely slow the Bill’s path toward passage.

Now that HB 168 has been passed by the House and is before the Senate Finance Committee, the OCA again explored the possibility of adding a “total return amendment” to the Bill at this juncture. However, the Sponsor remains concerned that adding such a topic to HB 168 would make its passage, before the Legislature largely departs to campaign for the 2018 elections, less certain. Therefore, the OCA withdrew the request to amend HB 168 and continues to search another vehicle to attempt to add the total return alternative to ORC 1721.21.

Riddle me this.....

Question: The man who made it doesn’t want it.

The man who bought it doesn’t need it.

The man who needs it doesn’t know it. What is it?

Answer can be found on last page of the Journal

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Calendar of Events

Annual Sales Roundtable, Awards, & Casino Night

Saturday, February 17, 2018
Holiday Inn
Worthington

The registration and criteria forms for the Awards Night follow the Calendar of Events.

Spring Maintenance Day

Thursday, April 5, 2018
Forest Hill Cemetery - Piqua
Host: Jim Roth

Annual Convention

August 6, 7, 8 2018
Holiday Inn - Eastgate
Cincinnati

Field Day
Mt. Moriah Cemetery
Union Township - Clermont County
Host: Pat Ebright

This is a little story about 4 people,
Everybody, Somebody, Anybody & Nobody,
There was an important job to be done and Everybody was sure
Somebody could do it. Anybody could have done it, but Nobody
did it. Now Somebody got angry because it was Everybody's job.
Everybody thought Anybody could do it.
It ended up that Everybody blamed Somebody when Nobody did what
Anybody could have done.



2018 AWARDS DINNER

AWARDS PRESENTATION FOR THE YEAR 2017

Holiday Inn – Worthington, OH
7007 North High Street

SATURDAY, FEBRUARY 17, 2018



4:30 – 5:30 PM

ROUND TABLE DISCUSSION

MODERATOR: KIRK ROBERTS

'CLOSING'

**You got the lead, scheduled the appointment,
made a great presentation.....**

Now it's time to close!!!!

5:30 PM

SOCIAL HOUR

6:30 PM

INVOCATION
BUFFET DINNER

7:30 PM

ANNOUNCEMENTS:

8:00 PM

PRESENTATION OF 2017 AWARDS

PATRICK EBRIGHT, OCA PRESIDENT

DAVE ENGLAND (COLD SPRING MEMORIAL GROUP)



CASINO NIGHT - MORE FUN AND NETWORKING



**Reminder: Sunday Breakfast buffet on February 18th included if you have made reservations
at the Holiday Inn—7007 North High Street – Worthington (see registration form)
Hotel deadline - JANUARY 27, 2018.**



ohiocemeteryassociation.com

REGISTRATION FORM

OCA ROUNDTABLE/AWARDS DINNER **SALES/ROOKIES/EMPLOYEES AND** **MARKETING AWARDS FOR 2017** **CASINO NIGHT FOLLOWING AWARDS**

FEBRUARY 17, 2018

SATURDAY EVENING AWARDS RECEPTION/DINNER/CASINO PER PERSON \$ 75.00

HOTEL REGISTRATION CUTOFF DATE IS JANUARY 27, 2018

HOTEL INFORMATION:

Rooms have been set-aside at a special discounted rate of \$119.85 (tax included)
Hotel registration includes breakfast buffet for two on Sunday, February 18, 2018.
Room Reservations must be secured no later than JANUARY 27, 2018.

Use the following link [OH Cemetery Association Reservation Link](#)

to make reservations or call the HOLIDAY INN/WORTHINGTON at (614) 436-0700
7007 North High St.
Worthington, OH

HOTEL CODE: Ohio Cemetery Association



ohiocemeteryassociation.com

REGISTRATION FORM

OCA AWARDS BANQUET

February 17, 2018

Saturday afternoon Sales Roundtable

Saturday Evening Reception/Dinner

Casino Night

_____ X \$75.00 = \$_____

Name(s)

Please Print

Company

Address

City/State/Zip

Phone

Fax

Email

**HOTEL REGISTRATION CUTOFF DATE IS JANUARY 27, 2018
TO RESERVE AT SPECIAL RATES.**

Return registration form with check payable to:

219 Webbshaw Drive

Centerville, OH 45458

Ohio Cemetery Association

Please call/email with any questions

Jan Burrowes 937 885 0283 (Office)

937 604 0709 (Cell)

937 885 4512 (Fax)

jburrowes@cemeterydata.com or jburrowes5@gmail.com



THE OHIO CEMETERY ASSOCIATION 2018 Awards Dinner

February 17, 2018 – Holiday Inn – 7007 North High St. - Worthington, Ohio

2017 Rookie Award

Recognize your Rookie!

On Saturday evening, February 17, 2018 you will have the opportunity to recognize your Rookie(s) for 2017. The definition of a Rookie is: a sales employee who has been with your cemetery for less than twelve (12) months but has had outstanding success (there may be other metrics but total sales volume is always a place to start).

Name of Rookie: _____

(Please submit a separate sheet to tell us why you've chosen this person as your Rookie)

2017 Special Employee Award

Recognize Your Special Employee!

This award goes to an employee, perhaps an administrative or grounds employee, who has exceeded expectations and has performed admirably for the past year.

Cemetery: _____

Our Special Employee is: _____

(Please submit a separate sheet explaining why you are recognizing this employee)

2017 Marketing Award

Recognize your Cemetery!

This award goes to cemeteries operating without the benefit of a full-time professional sales staff which during the year has introduced new services or merchandise (see Award Criteria on reverse side) that have generated a minimum total income volume of \$20,000.

Our Cemetery, _____, qualifies for this award.

(Please submit a separate sheet describing what new services your cemetery has introduced this year and the total income generated)

AWARD FORMS MUST BE SUBMITTED NO LATER THAN FEBRUARY 1, 2018

SUBMIT TO: THE OHIO CEMETERY ASSOCIATION 219 WEBBSHAW DRIVE • CENTERVILLE, OHIO 45458

• FAX: (937) 885-4512 jburrowes@cemeterystatistics.com or jburrowes5@gmail.com



THE OHIO CEMETERY ASSOCIATION

2018 Awards Dinner

February 17, 2018 – Holiday Inn – 7007 North High St. - Worthington, Ohio

Recognition Award Criteria

Rookie Award

This award is designed to provide recognition to those Sales Professionals who have less than one (1) year of experience but who have provided outstanding service and/or produced extraordinary sales volume.

(It is important to recognize new sales professionals who are succeeding)

Special Employee Award

This award is for an employee at your cemetery who is deserving of recognition for achievement and outstanding performance during the past year. This might be a sales employee or an employee such as an office manager, administrative staff member or grounds staff member who has provided outstanding service.

Marketing Award

This award is designed to recognize Cemeteries that do not employ a sales staff but has successfully promoted new cemetery merchandise and/or services during the past year. This could include new scattering areas; new niches; new (mausoleum or lawn) crypts; new burial sections or gardens; etc. which have generated a minimum of \$20,000 in total income volume during the past year..

**Awards will be presented at the Dinner on
Saturday, February 17, 2018**



THE OHIO CEMETERY ASSOCIATION
 2018 Awards Banquet – Holiday Inn – 7007 North High – Worthington, OH
 February 17, 2018

SALES AWARD CRITERIA

2017 Minimum Volume Production for Sales Professionals

\$225,000.00 is the minimum qualifying volume consisting of the following sales components:

Mausoleum; Lawn Crypts; Niches; Ground Spaces; Vaults; Markers/Monuments/Memorials; Chapel
 Vaults; Caskets; Urns; Openings & Closings; Funeral Services. At-Need Merchandise also will count
 toward minimum production.

Sales Categories - All Categories are based on Average Sales

Category #1 • Average Sale of \$1.00 - \$2,500.00

Category #2 • Average Sale of \$2,501.00 and Greater

Category #3 • Average Sale Includes 25% or More From At-Need Sales Volume

Category #4 • Average Sale Includes 25% or More From Funeral Services/Funeral Merchandise Sales Volume

Award Winners

Cemetery: _____ City: _____

(Instructions: Please print information and include the appropriate category #)

Name of Sales Manager _____ email _____

Name:	Category:	Total Volume:	Average Sale:
1. _____	_____	\$ _____	\$ _____
2. _____	_____	\$ _____	\$ _____
3. _____	_____	\$ _____	\$ _____
4. _____	_____	\$ _____	\$ _____
5. _____	_____	\$ _____	\$ _____
6. _____	_____	\$ _____	\$ _____
7. _____	_____	\$ _____	\$ _____
8. _____	_____	\$ _____	\$ _____
9. _____	_____	\$ _____	\$ _____
10. _____	_____	\$ _____	\$ _____

PLEASE SUBMIT BY FEBRUARY 1, 2018

TO: The Ohio Cemetery

Association 219 Webbshaw Drive Centerville, Ohio 45458 • Fax (937) 885-4512 or

jburrowes@cemeterystatistics.com (if information is faxed, please also mail original)

Cemetery Spotlight: City of Marysville - Oakdale Cemetery

Oakdale cemetery is located in Marysville, Ohio and was established in 1880. The first burial place in Marysville was situated on North Walnut Street, which was founded around the time the Village of Marysville was platted in 1819. In 1893, the New York Central Railroad procured right of way through the village so the cemetery had to be moved.

June 5th, 1877 citizens of Marysville voted to raise a tax sufficient to purchase grounds for a new cemetery. On April 11th, 1879, 39.5 acres of woodlands was purchased for \$1,975. This land was platted into lots and driveways and became Oakdale Cemetery. The interments from the North Walnut Street cemetery were disinterred and moved to Oakdale Cemetery.

Section C was the first section in Oakdale and it includes the tallest monument. The first burial in Oakdale was a one year old boy named Earl Lyn Wilcox in May of 1880. The trustees enclosed this grave with an iron fence which still stands today.

Oakdale is home to Noah Orr, who was known as "Marysville's Giant". Noah was born on September 19th, 1836 in Union County, and grew to stand at almost 8 feet tall and weighed around 550 pounds. He served on the 4th Ohio Volunteer Infantry as part of the Civil War. After leaving the army he dedicated his life to theater and traveled the world after the 1850s as a giant and performer as part of the P.T. Barnum's Circus in New York, and other leading circuses. Throughout his travels he performed for many European leaders, including Queen Victoria of England. Noah's famous career ended when he passed away on July 1st, 1882 in his Marysville home after a long illness. He is now buried in Oakdale Cemetery.

Oakdale has a few other "famous" people including James E. Robinson who is the grandfather of former first lady Barbara Bush, Colonel Dana W. Morey, and General Robert S. Beightler.

Continued on page 10.



This is a representation of a billboard Kanet Advertising recently designed and placed.

Our agency understands the pressures that cemeteries are experiencing because families are choosing different venues for final disposition.

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Cemetery Spotlight continued.

Oakdale has grown over the years. It now consists of 50 acres, 13 sections, and 2 mausoleums. With most of lots being spoken for in the older sections we had to open 2 new sections, P & Q, in 2015. Currently Oakdale has 12,365 interments and we sell on average 50 graves a year. At this rate our 2 new sections will be filled within the next 20 years. Once this happens we will have to explore options on how to move forward with Oakdale and what direction we would like to see the cemetery go in. We have come up with several ideas on how to make Oakdale better and see continual improvement through the years.



Supplier Spotlight

Have you tried following up with your families but just couldn't keep up?

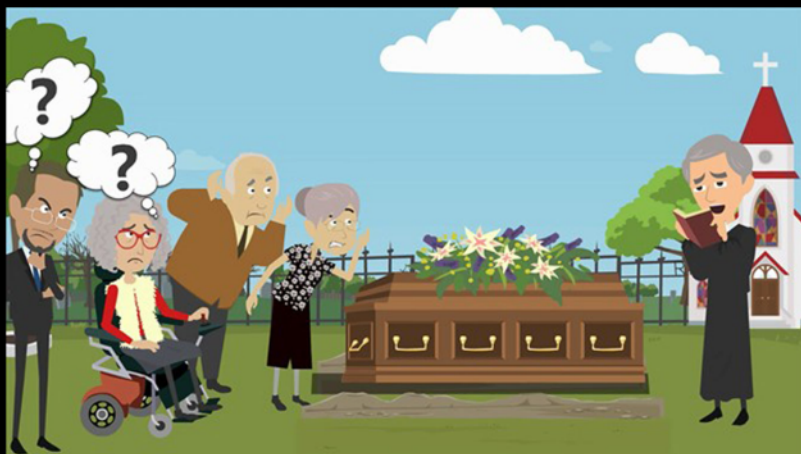


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Supplier Spotlight



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Supplier - New Product Announcement

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Articles for Sales Managers & Advisors

Four “Self-Control” Principles

Why don't more people achieve their dreams? Why do some people succeed in the same organizations where others are unsuccessful? Why do some people set goals and achieve them, while others set them and fail? Are some people just blessed and others cursed? Are some lucky and others unlucky?

Success is not a matter of good luck or blessed fortune. Success, like any principle, requires a fixed method of how something is accomplished. Success is achieved by the application of the principles, the laws that make things work.

Your thoughts, actions, willpower, and internal drive are controlled by four principles of success. To achieve your goals, to make your dreams a reality, to succeed in your personal and professional life requires that you discover, understand, internalize, and act on these four principles that are under your control.

The “Self –Control” Principles Defined

SELF-IMAGE

How you see yourself determines what you will and will not do. It defines what you can and cannot accomplish. How you see yourself classifies what is easy and difficult for you. It even determines how others will respond to you. According to Maxwell Maltz, M.D., F.I.C.S., “Specifically, all your actions, feelings, behaviors, even your abilities, are always consistent with your self-image.”

SELF-INITIATIVE

Success is reserved for those who pursue it. It is only by taking personal responsibility for your future that you will have the one you desire. You must make take the steps to action; you must take personal responsibility for your accomplishments; you must exert the power needed to begin the things needing to be done and provide the energy to see that you follow through.

SELF-DISCIPLINE

Regardless of what you know, it is what you do that determines what you will achieve. Self-discipline requires diligence in doing the things that need to be done. Discipline requires self-control of character, actions, decisions, and focus, a relentless determination to do what matters most.

Continued on page 15.



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Four “Self-Control” Principles continued.

SELF-MOTIVATION

Self-motivation as defined by Dictionary.com is the initiative to undertake or continue a task or activity without another's prodding or supervision. From this we can understand that motivation is an inside job. It's as a drive from within; it's self-motivation which defines the reason for engaging in a certain behavior. To stay engaged you must stay positive; and to stay positive you must read, listen, and think about positive things.

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

Happenings at Forest Hill Cemetery & Arboretum – Piqua

Over the years we here at Forest Hill Cemetery & Arboretum Located in Piqua, Ohio have looked at ways to bring people to the cemetery. We encourage them to take a walk, ride a bicycle and just take in the sites. With over 80 acres already developed, a canal that divides the cemetery from its lower sections and upper sections, a well-traveled bike, walking path that follows the canal and nearly 6 plus miles of roadway there is plenty to see and do. Its many trees and flower gardens to several gardens with water features we think it offers a great place to come out to and enjoy.



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- Precast Foundations



This past summer of 2017 Forest Hill Cemetery & Arboretum held its first “Picnic at the Hill” event. This Saturday evening event invited families and friends out to the cemetery to spread out a blanket bring a basket with food and drink and sit back and have an old fashion family picnic.



► For more information visit coldspringusa.com
or call 800.326.5040

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Continued on page 16.

Happenings at Forest Hill continued.

Within the Labyrinth Garden our local High School Drama Club held an outdoor play which took place in a Philadelphia cemetery. With over 80 chairs set up the event drew over 100 people and was a great success. We are looking forward to another event in the upcoming years. In this picture the students practice one final time.



Each December 6th we hold a candle light vigil also located in the Labyrinth Garden next to the cemeteries "Christmas Box Angel". This event is to remember and reflect on all the children we have lost over the years. While it can be cold and dark all those attending enjoy the evening and the service. It's also nice to have a warm cup of apple cider to enjoy on this chilly evening.

For the students we bring in nearly 300 6th graders to participate in the annual Arbor Day Celebration. On this day the students have fun in games and contest before planting of the trees. A local bank donates cash prizes in a contest about what is Arbor Day and what do trees do for us.



One thing that we do is we are always looking for promotional items. This item is a little unusual but has been well received and most sought-after item. A baseball bat or as we like to call them a "Zombie Whacker". We do a contest within our Facebook page and all of those with the correct answer one name is picked as the winner of the Zombie Wacker. Logo included.

Our local library puts on several walks each year describing and looking at the many styles of monuments and what they mean. In October there is an RIP run that's comes into and then leaves the cemetery. All adding to the fun and excitement.

Continued on page 16.



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AFTER MANAGEMENT

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Happenings at Forest Hill continued.

We continue to think of new ways to bring in visitors and to improve its beauty. I spend many hours and days visiting with organizations from businesses to non-profit to local church and civic groups and talk about the cemetery from its history to what's going on now and what we are planning in the future.

What this has done is put the cemetery out front and has landed us funding for many projects. We have no plans to stop now and will continue to search and find newer and better ways to serve the public for years to come.

Article submitted by: Jim Roth
Forest Hill Cemetery

What do you need in the New Year? You need a dream; your dream needs an action; and your action needs right thinking!

Without right thinking, you can have only unrealised dreams!

Mehmet Murat ildan

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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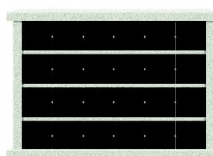
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CONTACT YOUR REPRESENTATIVE FOR MORE INFORMATION:

RAYMOND LEACH

DIRECT: 989.798.3333

TOLL-FREE: 866.834.1219

In the New Year, never forget to thank to your past years because they enabled you to reach today!

Without the stairs of the past, you cannot arrive at the future!

Mehmet Murat ildan

Riddle me this.....

Answer: coffin

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Ohio Cemetery Association

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www.ohiocemeteryassociation.com