



April 2018 | Volume 8 | Issue 2
Publication of the Ohio Cemetery Association

President's Message

Believe it or not we are now heading into spring. Though the cold snowy weather finally appears to have passed before we know it Memorial Day will be upon us. Our annual spring maintenance conference was held on Thursday April 5 at Forest Hill Cemetery & Arboretum in Piqua. Jim Roth and his staff did a spectacular job this year hosting the conference. I would like to personally thank all who were able to attend. Various safety topics were covered as was demonstrations on moving and setting monuments. I would also like to thank all our vendors who made the commitment to show up. Your support for the association through your attendance is greatly appreciated. Work continues on preparations for our annual conference August 6, 7, 8th in Union Township. Please mark your calendars and plan to attend. I hope to see you all there.



Patrick Ebright, OCA President
Union Township-Mt. Moriah Cemetery
Cincinnati, OH

The masthead image provided by Union Township, Mt. Moriah Cemetery - Cincinnati.



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Upcoming Events

Annual Convention August 6, 7, 8 2018 Holiday Inn - Eastgate Cincinnati
Field Day Mt. Moriah Cemetery Union Township - Clermont County Host: Pat Ebright
Fall Maintenance Day October 2 Spring Grove Cemetery Cincinnati
Lunch & Learn Lindsay Precast October 9 Canal Fulton Presentation/Lunch/Tour

Calendar of Events

Annual Convention

August 6, 7, 8 2018

Holiday Inn - Eastgate
Cincinnati

Field Day

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



Fall Maintenance Day

October 2

Spring Grove Cemetery – Cincinnati

Lunch & Learn Lindsay Precast

October 9

Canal Fulton Presentation/Lunch/Tour

OCA Pay Over The Web

The OCA now has the capability of receiving credit card payments for event registrations and membership dues. Pay at www.ohiocemeteryassociation.com/powform or you can click "Pay Over the Web" on the bottom right hand corner of www.ohiocemeteryassociation.com.

Pay for Event Registrations or Membership dues

To process the credit card transaction, you must submit the appropriate OCA paperwork. Enter the Invoice Number and payment amount in dollars and cents. You will be directed to chase.com to enter credit card details. When the transaction is complete, you will return to www.ohiocemeteryassociation.com and be able to print a copy of the transaction.



Membership Dues Payment

To process payment, use the Invoice Number.

Event Registration

If you are registering for an event, fax or email registration form to the OCA office. An invoice for this registration will be generated and sent to you. You will then be able to proceed with the transaction. Forms are list in Upcoming Events at www.ohiocemeteryassociation.com/Upcoming-Events when available.

Legislative Update

There has been substantial legislative activity regarding cemetery law matters over the last quarter. Here's a summary of the principal legislative initiatives directly impacting the cemetery industry such time period:

Cemetery Grant Program Bill

House Bill 168, which has been commonly referred to as the Cemetery Grant Program Bill and which was passed the House of Representatives on September 21, 2017, was before the Senate Finance Committee first quarter of 2018. The Bill did not illicit any opposition while it was before such Committee and ultimately was positively referred to the Senate by the Committee on February 28, 2018. While the Senate has not exactly rushed to vote on the Bill, Representative Stein, the Bill's Sponsor, expects passage by the Senate in the near future. Once passed by the Senate, the Bill will not be referred back to the House as it was not amended while before the Senate Finance Committee. As such, passage by the Senate will enact the legislative, probably with a ninety (90) day delayed effective date.

As you might recall, HB 168 will, among other matters, create the Ohio Cemetery Grant Program to provide grants "to all 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 specifics of the grant applications and award criteria would be developed over time through the rule making process.

Additionally, HB 168 contains several cemetery law "clean-ups", including: (i) that insurance policies are permissible alternatives to bonding of individual trustees of statutorily required cemetery trusts; and (ii) that such trusts may adopt the Ohio Uniform Prudent Investor Act as their investment standards.

"Total Return" Legislative Effort

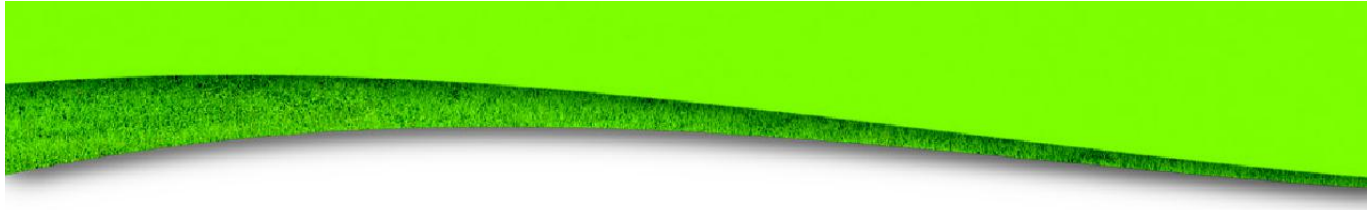
The Ad Hoc "Total Return Committee", comprised of the Legislative Committee and other OCA Members, counsel and several financial industry experts, continues to work in the background to study legislative alternatives to the limitation of spending only "dividends and interest" from a cemetery's statutorily required Endowment Care Trust. The "total return" alternative 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, and expand the use of growth stocks, will allow the fund to grow more over time and better serve the cemetery's need for perpetual maintenance.

As some may recall, consideration was given to attempting to add a "Total Return" amendment to HB 168. However, for a variety of reasons, such strategy was not ultimately employed. As such, the Total Return Committee continues to discuss the terms of preferred Bill while attention is paid to finding an avenue to introduce a separate Bill or to attempt to add a "Total Return" amendment to another Bill.

Tim Long
OCA Legal Counsel

April 17, 2018

Supplier Spotlight



From Our Founder and CEO:



I feel blessed and grateful for all the support of our Enviroscapes team members, clients and vendors over the years. We have accomplished much together since our humble beginnings. Today we manage over 2600 sites and employ over 225 landscape professionals. In today's corporate environment it is not common to find a locally owned regional provider like Enviroscapes that has the capacity of a National Firm and offers personalized World Class Service.

I know you have many choices when it comes to hiring a Landscape Professional. In the 30 plus years of being in business I realize our relationships must be a win-win arrangement if they are going to be sustainable. I welcome the opportunity to share with you what makes Enviroscapes your preferred landscape solution provider. If at any time you feel we have exceeded or not met your expectations or have any questions, please directly contact me on my cell phone at 330-353-1001 or my email at tpugh@growinggood.com. We are here to serve you.

Sincerely, Todd E. Pugh, Founder & CEO

Built On Traditional Family Values

At fourteen, owner Todd E. Pugh began mowing lawns to earn spending money and begin saving for college. Todd's parents, Dean and Bobbi Pugh, raised their children teaching them strong Work Ethics and Christian values. These early life lessons would prove beneficial and lead to the core values of Enviroscapes.

After graduating from The Ohio State University in 1996, Todd incorporated his growing business and renamed Todd's Lawncare to Enviroscapes. Enviroscapes has grown from its first \$5.00 per week mowing client into a multi-million dollar landscape company through organic growth and acquisitions. Enviroscapes ranks in the top 2% of all landscape companies nationwide and is known Nationally by its peers for award winning landscapes and being a trend setter in LEAN business practices.



The Early Days Of Enviroscapes

Our Team – Your Trusted Partner

Our Team of Landscape Professionals consists of personnel who are passionate about people, business and working outdoors. The Enviroscapes team takes pride in managing massive, intricate and challenging projects on a daily basis. We believe a competitive work environment makes us a better company by providing a challenging, exciting and rewarding climate for each and every individual.

Travis Staib is an excellent example of what you can expect when you meet one of our team members. Travis started with Enviroscapes at the age of 22 as a basic laborer, unsure of his future. Today, some 10 plus years later, he received his degree in Horticulture from Kent State and is a landscape field manager, managing multiple crews and award winning landscape projects.

Travis says, "Working at Enviroscapes has been enjoyable and challenging, this career has worked well for my family and I."



Travis Staib

Supplier Spotlight continued from page 4.

Corporate Campus Maintained
By Enviroscapes

TIMKEN

Landscape Maintenance

With over 30 years experience managing multiple types of sites you can be assured we have the resources, safety procedures and expertise to provide the landscape maintenance solutions you need. We pride ourselves in surpassing our clients' expectations. We do so by implementing the latest innovations and science based technologies. Enviroscapes' highly trained landscape professionals operate the most modern fleet of equipment in the industry assuring safe, consistent and dependable service.

Enviroscapes has been our preferred Landscape partner for years. Enviroscapes through strong leadership has demonstrated that unique ability to listen to our needs, craft creative and cost effective solutions and then work diligently to not only execute on the plan, but stay focused on the delivery for sustainable results. Whether it is one of our large industrial sites that has more modest service requirements or a more complicated high end Fortune 500 corporate park, Enviroscapes is nimble enough to deliver on both critical types of assignments. I would highly recommend their team and their services to anyone wanting forward thinking, caring and accountable landscape and grounds management solutions.

Tracy Green
President IRG

All photographs are of
actual Enviroscapes projects.
Additional references available
upon request.

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Supplier Spotlight continued from page 5.



The Quarry Golf Club
Award Winning Design/Build Project
By Enviroscapes

Landscape Design/Build

With a proven track record of unmatched creativity, attention to detail and field engineering experience, you can depend on Enviroscapes for innovative, attractive and sustainable designs. We specialize in listening to the needs of our clients then partnering with them to produce the desired results. You can find examples of our national award-winning landscapes throughout the region.

Whether your project is a high-end residential masterpiece, developing a commercial site or hydroseeding 50 acres you can be confident our teams build each project with old-fashioned quality and craftsmanship. Great Results Worry Free!

UNIVERSITY OF MOUNT UNION
We successfully transformed a number of areas, both in functionality and appearance, through your efforts in designing the hardscape and the plantings to achieve our goals. Projects were completed on time and "in the field" improvements helped enhance the overall aesthetic image.

Patrick Heddleston
VP for Business Affairs & Treasurer



Snow & Ice Management

You can rely on our team of over 300 Snow Fighters to conquer any storm. We have been providing 24-hour Snow and Ice removal services for over 30 years, so you can be confident we will keep your property safe and give you peace of mind.

Snow and ice storms can occur without warning and the effects can be disruptive, costly and dangerous. We are the area's leader in Snow and Ice removal due to our investment in the latest innovations, weather tracking software and most importantly, our team of committed Snow Fighters.

You can trust Enviroscapes to alleviate your stress when it comes to Snow and Ice.

Enviroscapes Is The Largest Snow Contractor In The Region


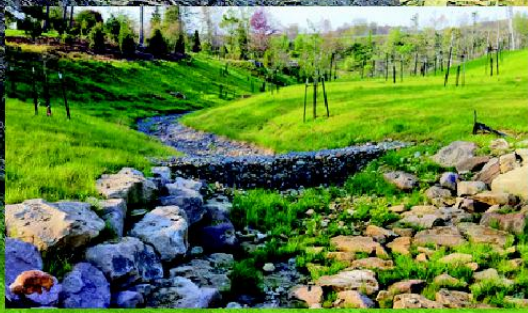
I would just like to express my appreciation for the snow removal services Enviroscapes provided American Electric Power. We survived this exceptionally harsh winter season with minimal disruptions and as far as I know, without any weather related injuries on our properties.

All of your employees were very professional in the execution of their assigned duties. Enviroscapes did an excellent job of managing and keeping me informed and involved ahead of, during and after each snow/ice event.


Dan Carr CFM
AEP Workplace Services

AEP AMERICAN ELECTRIC POWER


Supplier Spotlight continued from page 6.


Watershed Reclamation Project



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As a facility, site or project manager responsible for contracting landscape services you will have total confidence in the professionalism, safety and timeliness of our services. Envirosapes provides standard work procedures, lean business practices and sustainable solutions.

Envirosapes has a three-state presence in Ohio, Pennsylvania and West Virginia, and we are aware of what it takes to properly and safely handle multiple sites throughout the region. We have the ability to manage intricate sites as well as the capacity to take on large scale projects. Envirosapes delivers on your expectations by providing a team of thoroughly trained and certified professionals.

We offer tree and right-of-way clearing, mowing, erosion control, reclamation, vegetation control, snow removal and other related services. Envirosapes can be trusted as your preferred one source partner.

Envirosapes has a proven record of performing a multitude of our projects for us on time and on budget. We appreciate their communication every step of the way and their commitment to Safety. Needless to say Envirosapes is a trusted partner of ours.

Chris Pisanelli
Engineering and Constuction Project Manager
Williams Company Inc.

Supplier Spotlight continued from page 7.



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Welcome New Member



Jimmie J. Blevins/Mary Rodgers
Union Cemetery Association - Columbus

Forest Hill Thank You



To Jim Roth and the staff at Forest Hill Cemetery in Piqua for hosting the Spring Maintenance Seminar on April 5th.

A special 'thank you' is also sent to all the sponsors of this event.

Attendance was great even though it was a bit chilly—thanks Jim for having 'heaters' available. The catered lunch was excellent and there were lots of opportunities for attendees to visit with suppliers and other cemeterians. We hope everyone took back to their properties some great ideas. You can find some pictures on the OCA website under the tab [Past Events](#).



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CINCINNATI
CLEVELAND

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DANA PURSLEY
RUSS SMITH

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CLEVELAND

DAVID STEFANCIN

CATEGORY #3

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CINCINNATI
CANTON
CINCINNATI
CLEVELAND

KAREN BOGER
ERIC BALL
DANA PURSLEY
RUSS SMITH

CATEGORY #3 WINNER

LAKE VIEW CEMETERY

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DAVID STEFANCIN

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DENNIS DAVIDSON
GREGG HEIDY
RONALD KARLO

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CONNIE CARPENTER

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FOREST HILL CEMETERY

TOLEDO
TOLEDO
CANTON
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PETE ADAMSON
GINA MERCER
STACEY SHARLOW
CATHY PEROTTA

ROOKIES

FOREST HILL CEMETERY
AMERICAN CEMETERY SERVICES
MIAMI VALLEY MEMORY GARDENS
REST HAVEN MEMORIAL PARK

CANTON
WOOSTER
CENTERVILLE
CINCINNATI

KAREN HOUGH
TONI MADDEN
MELISSA SPRADLIN
KAREN BOGER

Articles for Sales Managers & Advisors



Goal Setting by Tom Hopkins

To accomplish anything in life, it helps if you have some idea of what you want as the result of your actions. That's called setting a goal. The whole purpose of setting goals is to plan your life rather than take life as it comes.

The most important part of goal-setting is knowing what it is you want. Once you decide what that is, write it down! After you have written your goals down, keep them somewhere where you can see them daily. As you achieve each one, add another.

Begin by setting 20-year goals. List the personal achievements you want to accomplish. Who and what do you want to be in 20 years? What do you want to own? Where and in what kind of



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Goal Setting continued from page 11.

housing do you want to live? What are the status symbols you dream of? What do you want for your family? If you don't know what you want, how can you expect to get it?

Take a hard look at the future and at yourself. Say, "That's the person I want to be in 20 years and I'm willing and eager to pay the price to become that person."

Once you have your 20-year goals sketched out, cut them in half and there are your 10- year goals. Halve them again for your five-year goals. Do it one more time for your 30- month goals. Then, set up goals for the next 12 months. Work on this one carefully. Next, break the list down into months, weeks, and finally, goals for the coming week and tomorrow.

WHAT YOU DO TODAY CAN HAVE A POWERFUL IMPACT ON ALL YOUR TOMORROWS.

Thanks to Kirk Roberts, OCA Vice President (American Cemetery Services) for sharing this article.

What a great time to review and set your goals for your sales production for 2018.



Union Township, Mt. Moriah Cemetery - Cincinnati

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Successful Cemetery Spring Seedings

Randy Tischer
President, Green Velvet Sod Farms



Spring seedings can be very successful, or very unsuccessful! It all depends on when you plant your seed, your seeding rate (which is different for every grass seed blend and mixture), the amount of broadleaf weeds and annual grasses such as crabgrass that compete with the young seedlings, and ultimately, how Mother Nature treats you with temperatures and timely rainfall.

TIMING: As a general rule of thumb, the earlier the better for getting your seed planted. As the Spring unfolds, temperatures get hotter and the moisture available to the plant evaporates quicker. An April seeding will provide far superior results than seed planted in May, June or after.



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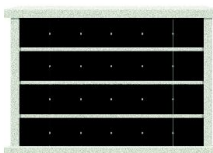
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SEED SELECTION: As Green Velvet's founder, Ray Tischer, often said, "Cheap seed can be the most expensive grass seed you will ever buy"! High quality grass seed, free of broadleaf weeds and grasses that cannot be easily controlled by selective herbicides, are in very short supply in 2018! Take the time to read the seed tags and select the right grass varieties for your area, as there is a lot of very poor quality grass seed in the market today.

PROPER SEEDING RATE Every seed blend and mixture has a different seeding rate due to the size of the seed and the number of seeds contained in a pound of seed. The time you take to calibrate your seeder before starting your seeding project will be time well spent!

Continued from page 14.

SEED TO SOIL CONTACT IS A MUST!: Simply throwing grass seed out on your cemetery plots and crossing your fingers that it will germinate isn't the most strategic plan. Ensure the seed is in direct contact with the soil by scratching up the area you're seeding prior to planting.

FEED THE BABY: Use a good seed starter fertilizer containing high amounts of Phosphorus such as Green Velvet's 14-21-5, 18-24-12 with 25% PCSCU or a great starter fertilizer for use in hydroseeding is our 19- 19-19 seed starter. For best results, take a soil test of different areas in your cemetery and adjust your fertilizer program accordingly.

PROTECT YOUR SEEDINGS: We recommend an easy-to-spread product called HydroStraw All Purpose Straw to spread atop your new seedings. Unlike your typical bale of straw, this sterilized straw product is weed free, easy to carry and does not require a hydroseeder to apply. The green tint of HydroStraw makes hand spreading over gravesites a quick and easy task; and looks professional to your customer as they wait for the seed to germinate on their loved one's gravesite. One 50 lb bag will cover approximately 5-6 graves.

CONTROL THE WEEDS: Because every other broadleaf weed and annual grass is germinating and competing with your new grass plants for sunlight, food and water, it's critical that you have a good weed control program for your spring seedings! For liquid applications, Tenacity Herbicide (Mesotrione) should be at the top of your list because of its control of both broadleaf weeds and annual grasses and ability to be applied on newly seeded areas, without harming the grass seed as it germinates. If you prefer to go the granular route, our best starter fertilizer/weed control product is our new 21-22-4 seed starter with Mesotrione! When applied at time of seeding, Mesotrione won't hurt your seed but will provide control of weeds and grasses! Of course, our 12-24-12 Seed starter with Siduron applied at time of seeding has been a popular option for decades, as well!



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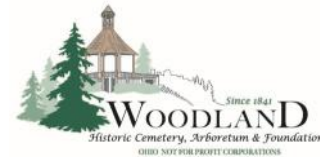
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Woodland Cemetery and Arboretum Awarded Level II Accreditation by ArbNet Accreditation Program

DAYTON, OH – Woodland Cemetery and Arboretum in Dayton has been awarded a Level II Accreditation by The ArbNet Arboretum Accreditation Program and The Morton Arboretum, for achieving particular standards of professional practices deemed important for arboreta and botanic gardens. The ArbNet Arboretum Accreditation Program is the only global initiative to officially recognize arboreta at various levels of development, capacity, and professionalism. Woodland Cemetery and Arboretum is also now recognized as an accredited arboretum in the Morton Register of Arboreta, a database of the world's arboreta and gardens dedicated to woody plants.



Woodland Cemetery and Arboretum sits in the heart of downtown Dayton on over 200 verdant acres of rolling hills with over 3000 trees on the property. Founded in 1841 and established by John Van Cleve, Van Cleve chose the original 40 acre site for its hilltop views and remarkable variety of trees. In 1843, Van Cleve did an inventory of the trees on the property and found 41 different species. In the early years, special care was taken to preserve the finest specimens of trees and shrubs to retain the natural beauty of the area. Most of these tree species are still represented on the grounds and the species list has grown to over 165. Woodland is best known for its collection of Oak trees. Of the 58 species that are native to North America, Woodland has 25 varieties. Over the years, Woodland has been the recipient 10 “State Champion Tree” awards from the Ohio Division of Forestry.

Woodland continues to grow its tree population with strategic removal of dying or distressed trees. Removal of such trees allows the undergrowth the opportunity to flourish and to fill in the canopy where needed. The arboretum works closely with Mark Webber, a Board Certified Master Arborist, to select and plant trees and shrubs throughout the grounds. Additionally, Woodland was selected by the Ohio Chapter of the International Society of Arboriculture (OCISA) to hold a series of free educational programs for green industry professionals at the arboretum through April 2019. Beginning in May 2018, Woodland will offer its annual series of tree tours called Let's Talk Trees which will be held on the second Wednesday of each month, May through October, at 10:00 a.m.

Webber stated that, “If you like trees and plants that have stood the test of time, then a visit to Woodland should be on your calendar. When I first visited Woodland in 1986, I was taken aback by how grand the trees of this place were, by how their branches created a cathedral-like experience. More so, the collections of trees and plants at Woodland are a beautiful living botanical guide for anyone who wants to experience and or learn about plants. However more compelling is how the trees of Woodland play such a significant role in Dayton's urban core by improving air quality, reducing ozone, having a place of solitude and remembrance, and providing other critical social and environmental services. Woodland Cemetery and Arboretum is one of Dayton, Ohio's most magnificent jewels of the Gem City.”

Continued from page 18.

You can visit Woodland Cemetery and Arboretum 365 days a year from 8 a.m. until 6 p.m. daily. For more information, visit the Woodland website at www.woodlandcemetery.org.

About Woodland Cemetery And Arboretum

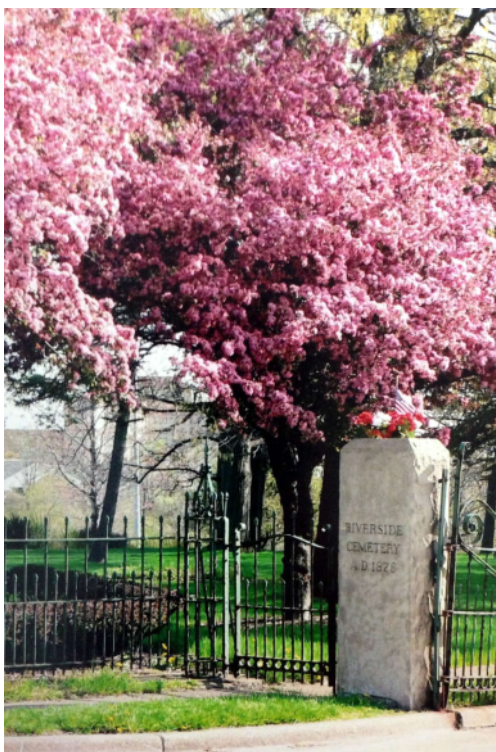
This historic cemetery, founded in 1841, welcomes thousands of visitors who tour the grounds each year to visit the grave sites of inventors of powered flight, Wilbur and Orville Wright; poet Paul Laurence Dunbar; Governor James M. Cox; Matilda and Levi Stanley, Queen and King of the Gypsies; writer Erma Bombeck; inventor Charles F. Kettering; and entrepreneurs John H. Patterson (NCR); George P. Huffman (Huffy Bicycles); and George Mead (Mead Paper Co.).

About ArbNet

ArbNet is an interactive, collaborative, international community of arboreta. ArbNet facilitates the sharing of knowledge, experience, and other resources to help arboreta meet their institutional goals and works to raise professional standards through the ArbNet Arboretum Accreditation Program. The accreditation program, sponsored and coordinated by The Morton Arboretum in Lisle, Illinois in cooperation with American Public Gardens Association and Botanic Gardens Conservation International, is the only global initiative to officially recognize arboreta based on a set of professional standards. The program offers four levels of accreditation, recognizing arboreta of various degrees of development, capacity and professionalism. Standards include planning, governance, public access, programming and tree science, planting and conservation. More information is available at www.arbnet.org.

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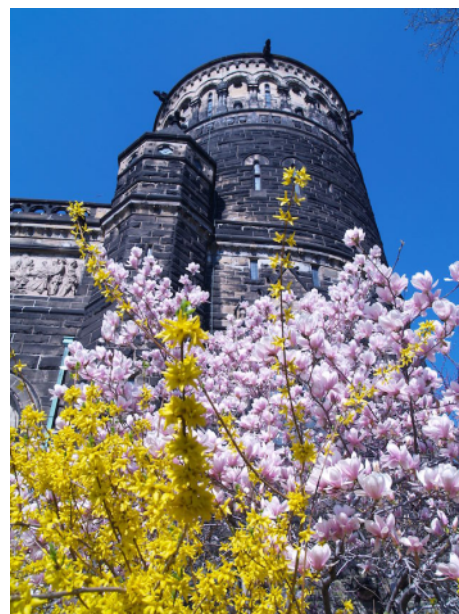
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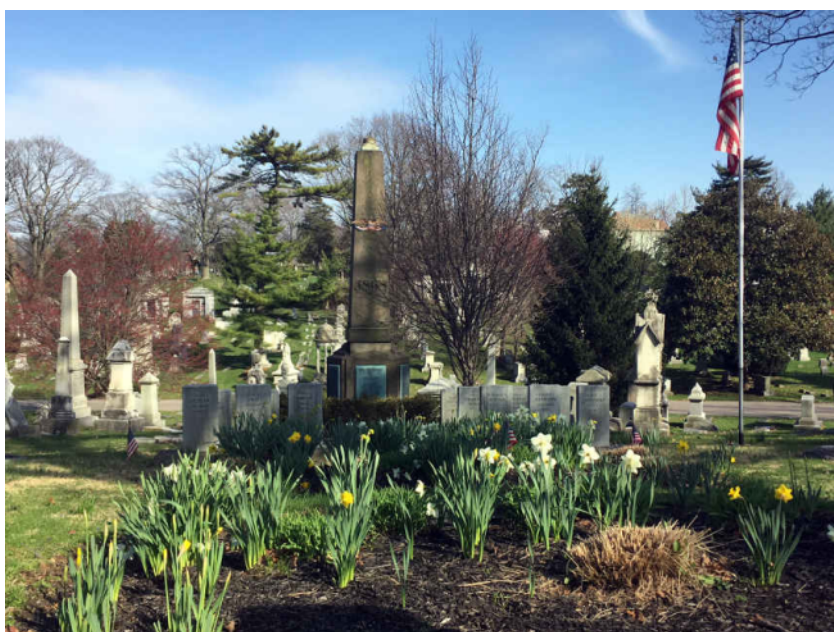
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