OCAJOURNAL

PROVIDING EDUCATION AND SUPPORT TO ALL OHIO CEMETERIES

JANUARY 2014 VOLUME 4 ISSUE 1



CALENDAR OF EVENTS

DINNER AND PRESENTATION
OF 2013 AWARDS
(SALES, ROOKIES, SPECIAL
EMPLOYEES & MARKETING)
FEBRUARY 15, 2014
CROWNE PLAZA HOTEL
DUBLIN OH

SPRING CONFERENCE MARCH 18, 19, 20, 2014 DOUBLETREE HOTEL WORTHINGTON, OH

ANNUAL CONVENTION CREMATORY OPERATOR CERTIFICATION SEMINAR AUGUST 4, 5, 6, 7, 2014 (CINCINNATI, OH)

LOCATION: TBA

FALL MAINTENANCE SEMINAR - SOUTH OCTOBER 7, 2014 (TUESDAY) WOODLAND CEMETERY DAYTON, OH

FALL MAINTENANCE SEMINAR - NORTH TBA



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MESSAGE FROM. . . OCA OUTGOING PRESIDENT BOB MOSES

It was suggested that for this OCA Newsletter, we might want to have two Presidents messages—one from the Outgoing President and one from the New Incoming President. Mark Funke and I both thought it would be a fun idea, so here we go.

During my past year as President I am very pleased with what the OCA has accomplished in 2013. We have been blessed with a Board which has offered new ideas, good representation, and noteworthy participation in all our events. The general membership should be very

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proud of your Board of Directors. Special recognition is in order for Rufus Slade who put together the Cremation Certification Program which was held in August 2013 and was met with much success. This event was well attended and received recognition in the ICCFA Magazine. The Board unanimously agreed to continue the program next year. Additionally, Marilyn Brandt is diligently working on trying to put together a "Celebrant" Program for 2014.

Many thanks to Jeff Roberts and Steve Hopkins for hosting the North and South Fall Maintenance Seminars. Thanks to all the hands who helped put together the Winter Awards Spectacular and the August Annual Convention. It becomes obvious very quickly that it takes many people working in harmony for a successful organization.

I am proud to announce to the membership, your New President for 2014; Mark Funke of Spring Grove Cemetery in Cincinnati, and your Vice President / President Elect for 2015; Rufus Slade of Woodland Cemetery in Dayton. Gentlemen the "torch" is hereby passed to you. May God Bless your service.

Bob Moses Crown Hill Burial Park Aurora, OH 2013 OCA President

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& WARD

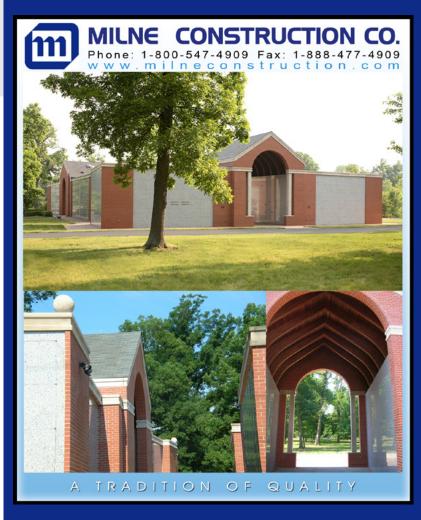
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MESSAGE FROM...

OCA INCOMING PRESIDENT MARK FUNKE

Dear OCA Members,

As we begin our fourth year as an association we can be proud of the fact that we are continuing to grow. Our membership has increased from what it was just a few years ago. Our Board members include some familiar faces as well as several new ones, and we recognize that each one brings a lot of talent to our association.

This past August we had a lot of success by offering Cremation training through our association. We had over fifty people from various areas of Ohio as well as surrounding states attend our first seminar. At a time when everyone is looking for a way to economize this in-state training provided savings to the Crematories in Ohio. We have our new Vice President, Rufus Slade, to thank for this new seminar that we now offer. Rufus is from Woodland Cemetery in Dayton and has been an active member in our association for years.

As we move forward into 2014 I would like to highlight our events for the year. As you will see, we are attempting a few adjustments, such as; our Awards Banquet is scheduled for February 15th at the Crowne Plaza Hotel in Dublin, Ohio. This is going to be a stand-alone Banquet this year as we are doing the spring conference on March 18th,

19th, 20th. Please plan on attending both events. Our Annual Convention will be held August 4th, 5th, 6th in the Cincinnati area which is a change from what we have done in recent years. Field Day will be at Spring Grove Cemetery, in Cincinnati, probably on the 5th of August. More information will be sent out in the spring. On October 7th Woodland Cemetery in Dayton will be hosting the Fall Maintenance Seminar for the Southern part of the state and we are looking at October 9th for the Northern Seminar at a property yet to be announced.

I hope this information helps everyone arrange their schedules and make plans to attend all of the events facilitated by this great association. I eagerly look forward to working with everyone in the coming year.

Best Wishes for a wonderful New Year!

Mark Funke

Spring Grove Cemetery,

Much Furle

Cincinnati, OH

Incoming OCA President

A warm welcome to our new board member

Erin Schwanitz-Vogt (Woodland Cemetery, Dayton, OH)



Erin holds a Bachelors of Mortuary Science from the Cincinnati College of Mortuary Science. She has served as a funeral director and embalmer for many years in the Dayton area.

Erin joined Woodland Cemetery in 2009 as their Memorial Design Manager and is now the Family Service Manager.

By serving on both the funeral home and cemetery sides of the industry she brings a well-rounded perspective of funeral planning and strives to make sure all aspects of the client's needs are met.



Erin was involved with the success of the 2013 Crematory Operators Certification Program in August, 2013 and also participated as a speaker at our Winter Awards Banquet held in February, 2013 with her presentation entitled "Simple Steps to Improve Sales and Increase Referrals".

The OCA board is looking forward to her on going contribution and involvement in our association.



ENSURE-A-SEAL ANNOUNCES EXCITING INNOVATIONS TO THE CASKET PROTECTOR

"This is our business.

And we do it exceptionally well."

—Dave Yearsley, President of Ensure-A-Seal

Ensure-A-Seal is pleased to announce the introduction of the improved Casket Protector. Incorporating deep industry experience and a commitment to excellence, Ensure-A-Seal continues to strive to offer the highest quality mausoleum protection out there. Dave Yearsley, President of Ensure-A-Seal and inventor of the Casket Protector, has been travelling relentlessly to introduce the product to cemetery owners and funeral directors across the country.

In 1985, Ensure-A-Seal revolutionized the death care industry with the introduction of the Casket Protector. Ensure-A-Seal was the first company to define mausoleum-related concerns and offer a product that would address such issues for the peace of mind of cemeteries, funeral directors, and families. Now, Ensure-A-Seal is proudly introducing a product that improves on years of research, customer insight, and industry consulting.

Over the years, our lightweight and durable design has become the industry standard in mausoleum protection. Dave Yearsley prides himself on staying ahead of the curve: "From the beginning," Dave said recently, "we've partnered with our customers, incorporating invaluable customer feedback and applying the latest technology to make key improvements." These latest innova-

tions help improve customer satisfaction and unparalleled performance.

The new design moves from a two-piece unit to a one-piece unit that still utilizes the same top-performing materials including a chemically hard-ened seamless fiberboard tray, a nylon polyethylene foil laminate lining, an encapsulate sheet and our proprietary one-way brass check valve. We replaced the adhesive spray and roll-tape with an aggressive, non-degrading acrylic peel-and-seal tape that provides superior closure.

There is no hardware and no assembly. It's a simple, single-step process. A reduced sealing distance makes it easier for workers to handle. A quieter, more respectful presentation will appeal to families witnessing the entombment.

Working with experts in flexible packaging and materials at Select Fabricators, Inc., Ensure-A-Seal spent months in the research and development phase. All the hard work has paid off. Using materials specifically formulated to create a complete barrier, the redesigned Casket Protector does what competitors can't: ensure a clean, dry, maintenance-free building.

In a recent interview, Dave discussed the new design, noting "Ensure-A-Seal has always strived to provide the best possible casket protection product. We began exploring ways to make a

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great product even better." Dave's confidence in the new design stems from his belief in the core values that of his company – sincere, pioneering, capable, dependable.

In light of these new innovations, there's one thing that won't change: Ensure-A-Seal's personal

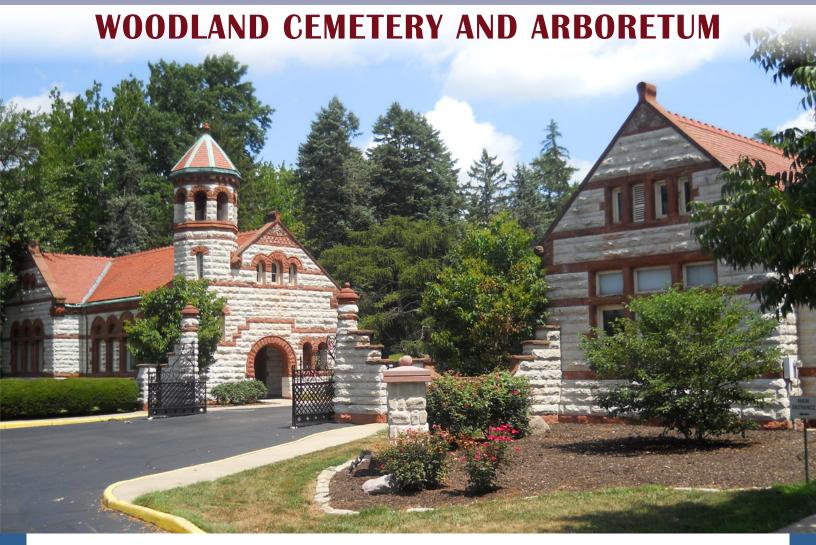
guarantee and commitment to onsite service. Dave prides himself on having employees trained to maintain Ensure-A-Seal's unmatched level of expertise in the industry.

For more information, call Dave at 800-864-4174, or e-mail at day1@ensure-a-seal.com



The new EAS-13 Casket protector uses an aggressive, peel-and-seal style acrylic tape that gets stronger over time.





Woodland Cemetery is located in downtown Dayton, next to the University of Dayton. Founded in 1841, Woodland was developed in response to the rapid growth in Dayton during the 1800's. Dayton was quickly outgrowing its original cemetery located at Third and Main Streets. The founding members of our city were faced with the



challenge of finding a location for a new cemetery that would be large enough to accommodate the growing population and also located far enough outside the city limits that the city would not grow to overtake the cemetery, as it had with the original location. If you were to visit Woodland today, you will see that the city has grown far beyond what our forefathers could have imagined, and Woodland does not sit on the outskirts, but is nestled in the center of the city and provides a quiet green space for Dayton's residents.

The cemetery was named Woodland for its natural beauty and variety of trees. Today, Woodland is recognized as an arboretum, with over 3,000 trees and many types of flowering plants and shrubs. The first Ginko tree to be planted in the United States is located here, as well as several trees designated as "Ohio Champion" trees by the Ohio Forestry Association.

Woodland is one of the country's oldest garden cemeteries and has grown from the original 40 acres to become the city's largest cemetery with over 200 acres. Woodland is the resting place of over 107,000 people. Here you will find the burial sites of many of the city's founders, business leaders, politicians, inventors, writers, artists and even gyp-

sies. Many of those who are laid to rest here made contributions throughout their lives that had an impact that was felt not only here in Dayton, but throughout the world.

In 2011, the U.S. Department of the Interior's National Park Service approved Woodland's Nomination by the Ohio Historical Society to be designated as a Historic District on the National Register of Historic Places. The borders of the Historic District are the 105 acres that comprised the Victorian sections of the cemetery as well as 25 contributing structures, such as the 1847 Receiving Vault, the Johnny Morehouse Monument, the gravesites of Paul Laurence Dunbar and the Wright Brothers, and the Soldier Section donated by the G.A.R. in 1870 with over 600 Civil War Headstones.

Woodland is a very active cemetery, inviting visitors to participate in our many tours and events. Woodland offers a variety of tours, from our Historical Tour, Sports Legends, Women of



Woodland, and Mausoleum Tours to our newest addition, History, Mystery, Murder and Mayhem which is an evening tour led by lamplight. Every fall visitors enjoy Discover Woodland Days, which is an event where guests are led on a tour of the cemetery and are greeted at the gravesites by actors in period costume who give a first person account

of the life of the character they portray. Woodland also holds an annual flag retirement ceremony on Veteran's Day and a Holiday Memorial Service to honor the lives of those who have passed away during the year.

One may think from driving through the cemetery that it is nearly full, however that is far from the truth. Recently, Woodland added two premium developments. In 2010, the Lookout Columbarium was completed. This development is located at the highest point in the cemetery, overlooking the city of Dayton. It features a replica of an 1800's fire tower that once existed on the site as well as a plaza and columbarium wall. In 2011, the second phase of the Lookout Development was completed, the Lookout Terrace, featuring beautiful burial spaces with an amazing view. Woodland is positioned well for the future and has nearly 55 acres of undeveloped land that will allow the cemetery to be a thriving part of the community for many years to come.









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January, 2014

Ohio Cemetery Association Awards Banquet

It's time to recognize those who have achieved outstanding levels in cemetery sales as well as others who work behind the scenes and have made significant contributions to our cemeteries and our industry.

Please join us on Saturday, February 15, 2014 at the Crowne Plaza Hotel in Dublin, OH

This banquet recognizes not only the salespeople who have achieved great success, but also gives you a chance to recognize other employees that have exceeded expectations and performed admirably during the year. All cemetery employees contribute to the success of the organization, so make sure to recognize your special employees for their contributions. Awards for Marketing are also presented.

Looking forward to seeing you next month.

Additional information is included in this newsletter or you can visit the OCA website at ohiocemeteryassociation.com

Please call the OCA office if you have any questions. (937) 885 0283

OCA Awards Committee



THE OHIO CEMETERY ASSOCIATION 2014 Awards Banquet

February 15, 2014 - Crowne Plaza Hotel - 600 Metro Place North, Dublin, Ohio

2013 Rookie Award

Recognize your Rookie!

During the Awards Banquet Saturday evening, February 15, 2014 you will have the opportunity to Recognize your Rookie for 2013. 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).

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)
2013 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)
2013 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)



THE OHIO CEMETERY ASSOCIATION 2014 Awards Banquet

February 15, 2014 - Crowne Plaza Hotel - 600 Metro Place North, Dublin, 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 2013. 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 employee 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 2013.

Please use reverse side to submit names of award winners.

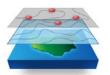
Awards will be presented at the Banquet on Saturday, February 15, 2014

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Online Services

Put your burial records online — save time and money and provide a valuable community service. Monitor traffic to your site with our web tracking option and leverage the power of your burial records with an on-site kiosk or mobile app powered by webCemeteries.com.

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THE OHIO CEMETERY ASSOCIATION

2014 Awards Banquet - Crowne Plaza-Dublin, OH

February 15, 2014 Sales Award Criteria

2013 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	de the appropriate category)

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



CEMETERY REGISTRATION FORM

ohiocemeteryassociation.com

OCA AWARDS BANQUET

SALES/ROOKIES/EMPLOYEES AND MARKETING AWARDS FOR 2013

FEBRUARY 15, 2014

SATURDAY EVENING AWARDS RECEPTION & BANQUET PER PERSON

\$ 75.00

BANQUET GUEST SPEAKER - MICHAEL BURKE - SPRING GROVE CEMETERY, CINCINNATI, OHIO

CONVENTION/HOTEL REGISTRATION CUTOFF DATE IS JANUARY 25, 2014

HOTEL INFORMATION:

Rooms have been set-aside at a special discounted rate of \$122.85 (tax included) Hotel registration includes breakfast buffet for two on Sunday, February 16, 2014. Room Reservations must be secured no later than JANUARY 25, 2014.

Call the Crowne Plaza Hotel at: (614) 764-2200 600 Metro Place North - Dublin, OH

HOTEL CODE: Ohio Cemetery Association

Act NOW to guarantee this rate!

Complete registration form on reverse side

BANQUET/HOTEL REGISTRATION CUTOFF DATE IS JANUARY 25, 2014

Return registration form with check payable to: Ohio Cemetery Association

219 Webbshaw Drive Centerville, OH 45458

Please call/email with any questions

Jan Burrowes 937 885 0283 (Office) 937 604 0709 (Cell) jburrowes@cemeterydata.com

937 885 4512 (Fax)



Brooks Baker

Wellington Greenwood Cemetery Wellington, OH

Steven Kaut

Akron Rural Cemetery (Glendale Cemetery) Akron, OH

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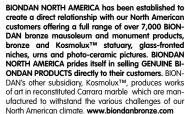
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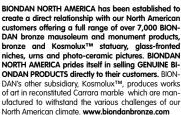
BRONZE AND

PHOTOCERAMICS

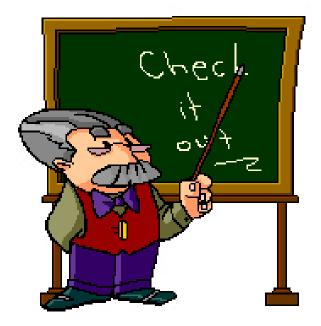
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Ohio Cemetery Association (OCA) Law Book (2012 Edition)

The new *OCA Law book* is a coherent authority of the current laws affecting the operation of Ohio cemeteries. It has been developed with the cemetery operator in mind: It is written in "consumer friendly terminology" with a summary of all the sections from the Ohio Revised Code. It is easy to read and easy to use, which makes it an ideal resource for cemetery operators, cemetery boards, the various cemetery entities, township, private, non-profit, union, etc., the public, and cemetery attorneys.

The new <u>OCA Law Book</u> comes on a CD format. It is a proprietary copy that can be printed and shared within your cemetery.

To order your CD, simply complete and remit the attached form with payment and the Law book will be shipped as quickly as possible.

The members of the OCA greatly appreciate your request to continue to share our resource and knowledge of the cemetery business community.

Name					
Cemetery_					
Address					
City		State	Zip		
Phone					
#Copies	<u>@\$149.00 +Tax</u> (if applica	able) (OCA Member) Tota	al \$		
#Copies	@\$299.00 + Tax (if applicable) (Non-OCA Member)				

Return to the OCA office this form and check made payable to the Ohio Cemetery Association to address above.



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