

OCA JOURNAL

PROVIDING EDUCATION AND SUPPORT TO ALL OHIO CEMETERIES

SEPTEMBER 2015
VOLUME 5
ISSUE 4



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CALENDAR OF EVENTS

FALL MAINTENANCE SEMINAR – SOUTH
THURSDAY OCTOBER 1, 2015
FERNCLIFF CEMETERY
SPRINGFIELD

FALL MAINTENANCE SEMINAR – NORTH
TUESDAY OCTOBER 6, 2015
CATHOLIC CEMETERIES
TOLEDO

MESSAGE FROM. . .

OCA PRESIDENT RUFUS SLADE

September, the beginning of fall and I believe the best season of the year. This fall may be one of the most colorful ones and also brings us relieve from the summer heat with some very comfortable temperatures, brisk mornings, cool evenings and most importantly to some of us, FOOTBALL...real American football - not soccer.

Along with the fall season comes leaf removal and leaf mulching. We all have our own way of dealing with this project with the hope of being done before the first major snow fall. Mulching, blowing and picking up - or a combination of both - requires time and equipment. If you're shopping

for equipment, please do not forget the supplier members of the Ohio Cemetery Association. I am sure that one of the many supplier members will have just what you are looking for.

Next month is October and usually a very busy month for us all. Here at Woodland Cemetery we have our two biggest events of the year in October, Woodland Days on October 4th and Woodland Fall Gathering of Friends on October 7th as well as many tours both during day and in the evening.

The month of October is a busy month for the OCA as well. October is the month that we hold our two Fall Maintenance Seminars.

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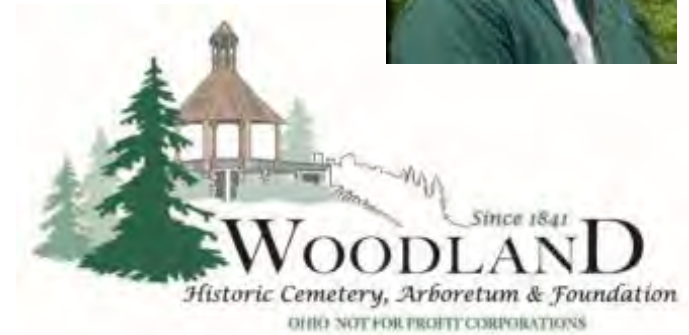
These seminars are designed for the benefit and education of cemetery grounds employees. In an effort to make it easier for grounds employees to attend, we hold one in the northern part of the state and one in the southern part of the state. This year the Southern Seminar will be held at Ferncliff Cemetery in Springfield Ohio on Thursday, October 1st and the Northern Seminar will be held at Resurrection Cemetery - Catholic Cemeteries of Toledo on Tuesday, October 6th. Please try to attend one of these seminars and have as many of your ground employees as possible attend. Agendas and registration forms can be found on the OCA website.

In closing, let me say to be sure to get your cameras out and take a lot of photos of your cemetery fall colors and send some to the OCA office so we can place them in the OCA Journal and on the OCA website for us all to enjoy. The fall season is not just pretty colors, for most of us fall is a lot of work but there is no reason we can't slow down and enjoy it, life is too short as it is.

Rufus Slade, OCA President

CCE, CCE
Property Manager
Woodland Cemetery & Arboretum

118 Woodland Avenue, Dayton, OH 45409



2015 ANNUAL CONVENTION/FIELD DAY & TRADE SHOW

RECAP FROM OCA PRESIDENT RUFUS SLADE

This year the OCA held the 2015 OCA Annual Convention at the Hilton Garden Inn in Miamisburg Ohio. The convention started on Monday, August 3 with a golf outing at Yankee Trace Golf Club with 20 golfers participating. We had great weather and a great time at a great golf course. I would like to thank Tom Pfeiffer of Spring Grove Cemetery for his efforts and for organizing such a great golf outing. Later that evening we had a social hour and a buffet Dinner with the suppliers and the entertainment of the night was Music Bingo with Jean Craycroft of C & C Entertainment.

The next morning after breakfast we started with a couple of informative programs covering Workers



Compensation, Monument Straightening & Layout and how radar can be used in a cemetery. We then left for Field Day at Dayton Memorial Park Cemetery. Mark Davis was our host. At the cemetery we had a fantastic lunch with some great equipment suppliers before seeing the Ground Penetrating Radar System used in a cemetery setting. We also learned some pruning techniques as well as some different foundation repair processes and about different mausoleum crypt liners. Everyone was able to visit with suppliers, see what they have to offer, and maybe test a piece of equipment. The highlight of the day seemed to be the riding mower maneuverability contest. I would like to thank Richard Hilinski of Pace INC. for providing the equipment for the contest and setting up that contest. Later that evening we once again enjoyed a social time and a buffet dinner with our suppliers before the entertainment of the night. Just prior to the entertainment of the night the OCA Board of Directors and Robert Porter of Matthews International recognized OCA Secretary - Treasurer Jan Burrowes with a bronze plaque for her many years of outstanding service, dedication & leadership as Secretary - Treasurer of the Ohio Cemetery Association. It was an emotional moment and I failed to thank Robert Porter & Matthews International for all he did in the design, production and donation of that plaque and for that. I wish to say I am sorry and 'THANK YOU' Bob and Matthews for all that you do for us. The entertainment that night was the comedy of

Steve Caminiti who was once voted Funniest Man in Cincinnati by his peers and also once voted Funniest Person in Ohio by Showtime Cable Network.

The next morning after breakfast we had more informative programs covering decoration policies, funeral processions and how Ideas & practices have changed burials over the years. We then had a panel consisting of OCA memorial suppliers talking about the memorialization preference of boomers & millennials. Another session helped us on how to deal with angry families and then an update from Kelly Neer of The Ohio Department of Commerce. Just before lunch we met with Adam Rice of Compmanagement which is now the Workers Compensation Group for the OCA.

After lunch we held the 2015 OCA business meeting with members which consisted of a legislative update

from OCA Legal Counsel, Tim Long. At this meeting we presented to the membership for a vote a request to change the Code of Regulations. Previously Article III of the Code of regulations read that the OCA Board shall consist of 9 members. The Board requested that be changed to 7 members and the members present voted unanimously to allow the change. Following this, the convention was adjourned.

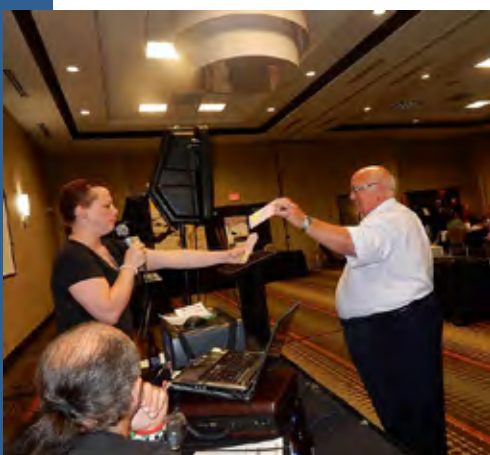
Rufus Slade, CCE, CCrE

Property Manager

Woodland Cemetery & Arboretum

118 Woodland Avenue, Dayton, OH 45409

937-228-3221 | rufus@woodlandcemetery.org

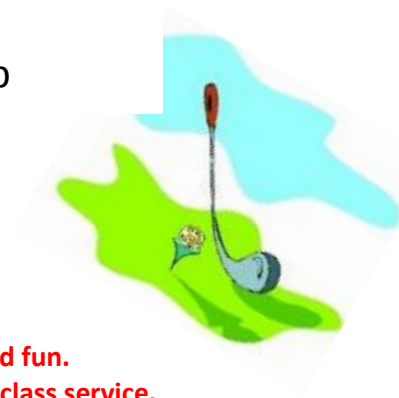




OCA Golf Outing

August 3, 2015

Yankee Trace Golf Club



**Note from Tom Pfeifer, Golf Chair
(Spring Grove Cemetery)**

**Thanks to everyone participating in this event.
We had a great time, the weather cooperated and, as far as I know, we all had fun.
Yankee Trace in Miamisburg is a beautiful course and the staff provided first-class service.
Early morning donuts were provided by Spring Grove Cemetery
We had five foursomes....and the winning teams were:**

FIRST PLACE AT – 11 UNDER - (Yes, that's what I said)

MURPHY TRACTOR

Chad McKinney

Justin Flowers

Eric Bischoff

Brent Chauvin

SECOND PLACE AT -5 SPRING GROVE CEMETERY

Dave Kelly

Tom Pfeifer

Chris Sullivan

Paul O'Brien

CLOSEST TO PINS:

Legend Course # 4 Dave Kelley

Vintage Course # 2 Mark Brown

Vintage Course # 5 Dave Kelley

Longest drive # 9 on Vintage Course - Chad McKinney

All winners received a dozen golf balls.





Dayton Memorial Park
CEMETERY AND MAUSOLEUM
A Beautiful Place to Celebrate Life!



OCA FIELD DAY WRAP-UP

The weather for this year's Field Day was picture perfect as the participants started to arrive just before noon on August 4 at Dayton Memorial Park Cemetery. They were greeted with a pulled pork dinner complete with cheesy potatoes and green beans, topped off with a delicious brownie. President Rufus Slade welcomed the over 125 cemeterians, vendors, and guests. While the crowd ate, vendors introduced themselves and spoke briefly about their products. Dayton Memorial Park General Manager Mark Davis reviewed the program schedule and many door prizes were awarded.

Following lunch, the participants had the option to visit with vendors or participate in several special programs and demonstrations such as ground-penetrating radar, proper pruning techniques, monument foundation repair, and inspect two different types of crypt protection systems as well as participate in the ever popular and exciting mower maneuverability contest.

Special thanks go out to Field Day sponsors: Family Bronze, Kryprotek, Liapis Landscape and Design, and the Tribute Company; without them this great opportunity would not have been possible.

Mark Davis, General Manager





OCA Annual Convention

Maneuverability Contest – Dayton Memorial Park



MATT TRIMBACH
BATH TOWNSHIP – BRYON CEMETERY
FAIRFIELD, OHIO



**Special thanks to Richard Hilinski and PACE for helping
organize this event.**



**TO ALL THE SUPPLIERS ATTENDING THE AUGUST ANNUAL CONVENTION. THE
ASSOCIATION APPRECIATES THE TIME THEY SPENT PRESENTING THEIR
SERVICES AND PRODUCTS TO ALL IN ATTENDANCE**

AMERICAN GRAVE GROOMERS OF SOUTHERN OHIO
AMERICAN PAVEMENTS
APARTMENT SERVICES
AQUA DOC LAND & POND MGT
ARIENS COMPANY/GRAVELY & BUCHANAN POWER EQUIPMENT
BIONDAN NORTH AMERICA INC.
BOONE'S POWER EQUIPMENT
BUCKEYE POWER SALES
CENTURY EQUIPMENT
COLD SPRING MEMORIAL GROUP
COMPMANAGEMENT
EADS FENCE COMPANY
ENSURE A SEAL
FAMILY BRONZE
GREEN VELVET SOD FARMS
KANET ADVERTISING
KRYPROTEK
LP BRONZE INTERNATIONAL
LIAPIS LANDSCAPE & DESIGN
MATTHEWS INTERNATIONAL
MEMORIES OF LOVED ONES (MOLO)
MURPHY TRACTOR & EQUIPMENT
OHIO CAT
PACE INC.
THE DAVEY TREE EXPERT COMPANY
THE HUNTINGTON BANK
THE TRIBUTE COMPANIES
VANTAGE PRODUCTS
WM. A. NATORP COMPANY

**SPECIAL THANKS TO THE FOLLOWING FOR THEIR GENEROUS SPONSORSHIP AND
SUPPORT OF THE OCA**

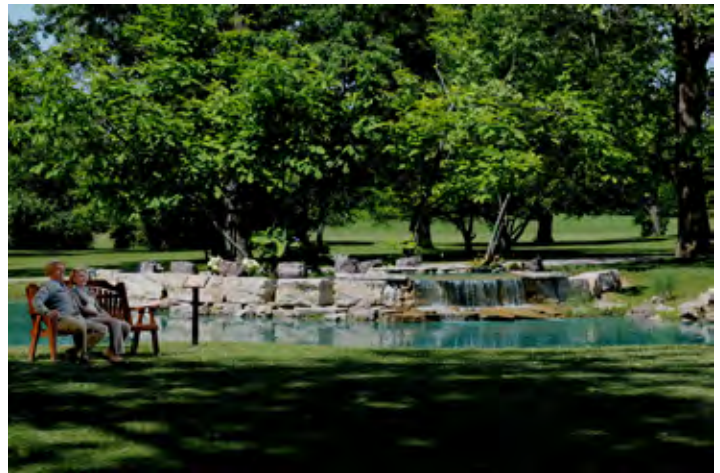
APARTMENT SERVICES
COLD SPRING MEMORIAL GROUP
ENSURE A SEAL
FAMILY BRONZE
FERNCLIFF CEMETERY
KRYPROTEK
LAKE VIEW CEMETERY

LIAPIS LANDSCAPE & DESIGN
MATTHEWS INTERNATIONAL
SPRING GROVE CEMETERY
THE TRIBUTE COMPANIES
TOD HOMESTEAD CEMETERY
VANTAGE PRODUCTS
WOODLAND CEMETERY - DAYTON

FERNCLIFF CEMETERY SPRINGFIELD, OHIO

Perfect Day Calls for a Perfect Destination

by Charlie Kanet



Here's one you may not have considered

Picture this: you wake on a perfect day. You know the kind, a day when every bit of nature is at its best and calling your name. The challenge is finding how to squeeze every morsel of satisfaction out of such a fine day. Have you ever thought about spending a day like that at a cemetery? You read that right. Consider how a visit to Clark County's own Ferncliff Cemetery and Arboretum may be just the perfect destination for the perfect day.

An arboretum as well as a cemetery

A visit to Ferncliff can put you in touch with your inner arborist. Majestic trees – featuring nearly 100 different species – have been selectively chosen and lovingly tended, many as old as the cemetery itself. This urban forest is home to such species as the Pawpaw Custard Apple with its floppy 10-inch leaves. Or the Ginkgo Maidenhair, thought to be among the oldest species of trees, with its distinctive fan-shaped leaves. Ferncliff has six Ohio Champion plants, so designated because of their impressive measurements. While the arboretum is a particularly picturesque destination in spring and fall, it provides cool protection from summer heat and creates a winter wonderland.

Feed your SOUL

Spring is a time of rebirth, awakening in all of us a sense of new beginnings. Ferncliff offers an ideal setting for quiet contemplation. You'll find places of reflection and meditation throughout Ferncliff's 240 acres, with welcoming benches, a trio of glistening lakes, even melodic waterfalls, all inviting your tranquil introspection. Wander among the impressive

monuments and memorials – some dating to the 1800s – and you'll get a sense of the vast number of seasons that Ferncliff has welcomed. Maybe your soul-searching is released with a paint brush. Grab a canvas and capture the towering trees, seasonal plantings and memorial architecture that Ferncliff is known for.

Feed your SOLES

Step outside the gym or off your treadmill in the basement. It's time to move your workout space outdoors. With nine miles of paths for walking, running or biking, Ferncliff helps take the "work" out of your workout by adding the scents, sights and sounds of nature, all abounding in spring. Start at the Plum Street Gatehouse that served as the superintendent's first residence. Then take a lap around Kelly's Lake which has been a centerpiece of Ferncliff for nearly 130 years. As you travel the miles of pathways, explore the Widow's Walk on the south perimeter. Long ago it was created as a shortcut for those who arrived on foot. The stairway is carved from the stones between the cliffs.

Salute our veterans

Ferncliff has been a longstanding home to our deceased soldiers, dating back to 1868 when grounds near Indian Mound were set aside for burial of Clark County soldiers who died in the Civil War. Today, you'll find three additional mounds holding the remains of fallen soldiers from the Spanish American War, WWI and WWII. More than 5,000 military veterans are buried in the mounds or throughout the cemetery. Last year, the dedication of a War Memorial was the centerpiece

of Ferncliff's 150th anniversary celebration. Nine stone monuments stand in a semi-circle, each representing a significant U.S. military conflict. Carved into each is a historical summary including details which humanize each conflict. Come by to view this impressive addition to Ferncliff's strong military commitment and while you're here, take in the final resting places of the men and women who served – and often lost their lives – in the wars you may have only read about in textbooks.

Be guided

Tours may be the best way to maximize your visit, putting you in touch with points of interest you might not have noticed on your own, like the meaning behind personalized symbols etched on tombstones, some reflective of occupation or recreation. Trolley tours, for groups of 25 or more, and walking tours are available by reservation. You'll discover notable sites, like the tomb of J. Warren Keifer, a Civil War veteran whose distinguished military career qualified him for burial at Washington's renowned Arlington National Cemetery,

yet he chose to be closer to home at Ferncliff. On the tours you will learn of people of historical influence who shaped Clark County. And if you're drawn to learning more about the grounds and all of its notable plantings, literature is available to feed your interest. In spring and summer, nature puts out a special welcome mat at Ferncliff Cemetery, Arboretum and Crematory. It is free and open to the public. Hours are 7:30 a.m. to 6:00 p.m. daily in spring and summer.

Charlie Kanet is president of Kanet Advertising, a full-service agency in Cincinnati. With more than 25 years in the advertising and marketing field, Kanet specializes in the business-to-business segment, with a particular focus on serving the death-care industry. Kanet Advertising has been recognized nationally with a Hermes Award, a Marcom Award and a Stevie Award, all for advertising created for clients in the death-care field. For more information, call 513.241.2874, or email ckanet@kanetadvertising.com, or visit www.kanetadvertising.com.



place. A second payment of \$1,100 was due upon roof completion, and a third, in the amount of \$900, awarded once all plaster work was complete. A final payment was planned when the home's keys were delivered.

Clearly, board members held the upper hand in this seemingly lopsided agreement, further contracting that Ross & Hullinger be bound to pay \$2,500 to Ferncliff Cemetery Association trustees (or complete the work at builders' expense) should it fail to meet any condition of the agreed-upon contract.

But eventually—and expectedly—the project didn't flow according to plan. During a January 24, 1890 meeting it was reported that Ross & Hullinger had failed to meet their deadlines. January 30 brought the following statement: "To the Cemetery Association of Springfield, Ohio, we the undersigned bondsmen of Ross & Hullinger hereby notify you that we will complete the building as per the contract entered into between ... Ross & Hullinger and the Cemetery Association, as we are permitted to do under the conditions of our bond, and we hereby notify you that we have, this day, entered into an agreement with A.B. Smith to complete said contract for the sum of \$1,949, and authorize you to pay—A.B. Smith said amount, as the same may become under the contract made between you and Ross & Hullinger."

On April 1, 1890 the board

likewise resolved "that the penalty imposed upon the contractors of the new building at the cemetery, for the failure to finish the same at times specified in the contract, should not be exacted provided that all claims are paid by them, their assigners or successors." Though a bit awkward and stressful, issues concerning a new home for John Dick were finally resolved.

Today, Ross & Hullinger's magnificent achievement sits stoically north atop the limestone cliffs, anchoring the Plum Street entrance and serving well those superintendents who've followed.



Historic image of superintendent's house shortly after completion, 1890.



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Catholic Cemeteries Diocese of Toledo

The Roman Catholic Diocese of Toledo was established in April of 1910, encompasses 19 counties, and covers 8,222 square miles of northwest Ohio. There are currently 84 parish cemeteries within the Diocese, and 3 Diocesan Cemeteries located in the city of Toledo.

Mount Carmel Cemetery is the oldest of the three Diocesan Catholic Cemeteries. It is comprised of two older Catholic cemeteries which were originally known as St. Francis de Sales' (founded in 1845) and St. Mary's (founded in 1854) Catholic Cemeteries, separated only by a wrought iron fence. In the mid 1930's extensive revisions were completed which included acquiring additional space for burials, new landscaping, and the addition of a sunken garden dedicated to the Blessed Virgin Mary, titled "Our Lady of Grace," sculpted in Italian marble. The culmination of these efforts would be a rededication ceremony on October 1, 1939 with Bishop Karl J. Alter officiating. The final touch to the rebirth and uniting of these two cemeteries would be its new name, Mount Carmel Cemetery.

Still active after all these years, Mount Carmel Cemetery has over 10,000 interments, and continues to serve the needs of our Catholic families in north and east Toledo.



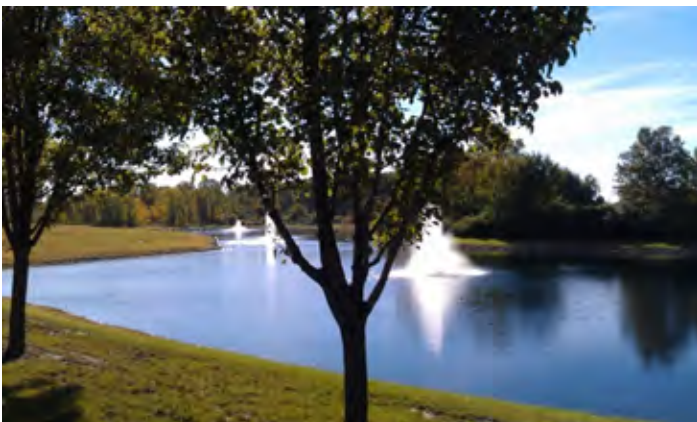
Its strong ethnic heritage and historic beauty make Mount Carmel the cemetery of choice for many former and current residents. Today it proudly serves as Toledo's first Diocesan Catholic Cemetery.

Calvary Cemetery, the largest Catholic cemetery in Toledo in terms of interments, is situated on 100 acres of beautiful rolling land in the very heart of Toledo. Founded in 1886 as the burial place for Catholics from all of the parishes in, and around the city, the cemetery today has recorded over 106,800 interments, including the former Governor of the State of Ohio, Michael V. DiSalle.

Features include a beautiful and recently renovated 800 crypt Rotunda Mausoleum, originally constructed in 1918. The chapel, with seating for 200, is highlighted by a magnificent domed ceiling rising some 50 feet into the air, with soft, natural illumination provided by a complete perimeter of clearstory windows.

Scattered throughout the grounds at Calvary you will find 16 private mausoleums. Two outstanding examples of the unique and varied memorialization within the boundaries of Calvary Cemetery are the "Crucifixion Group" and the "Pieta." The Pieta was erected in 1908 in the memory of the many priests interred in the lot surrounding this magnificent statue. The Crucifixion, elevated on a granite pedestal, is visible from most of the original area developed in the early years of Calvary Cemetery, and reinforces Calvary as a most fitting resting place for our Catholic families from the Diocese of Toledo.

Resurrection Cemetery is Toledo's newest and largest



Catholic Cemetery in terms of available grounds space. Sitting on 225 acres, with approximately 60 acres currently developed, Resurrection is poised to serve the needs of our families from the city of Toledo and the surrounding area for another 200 years.

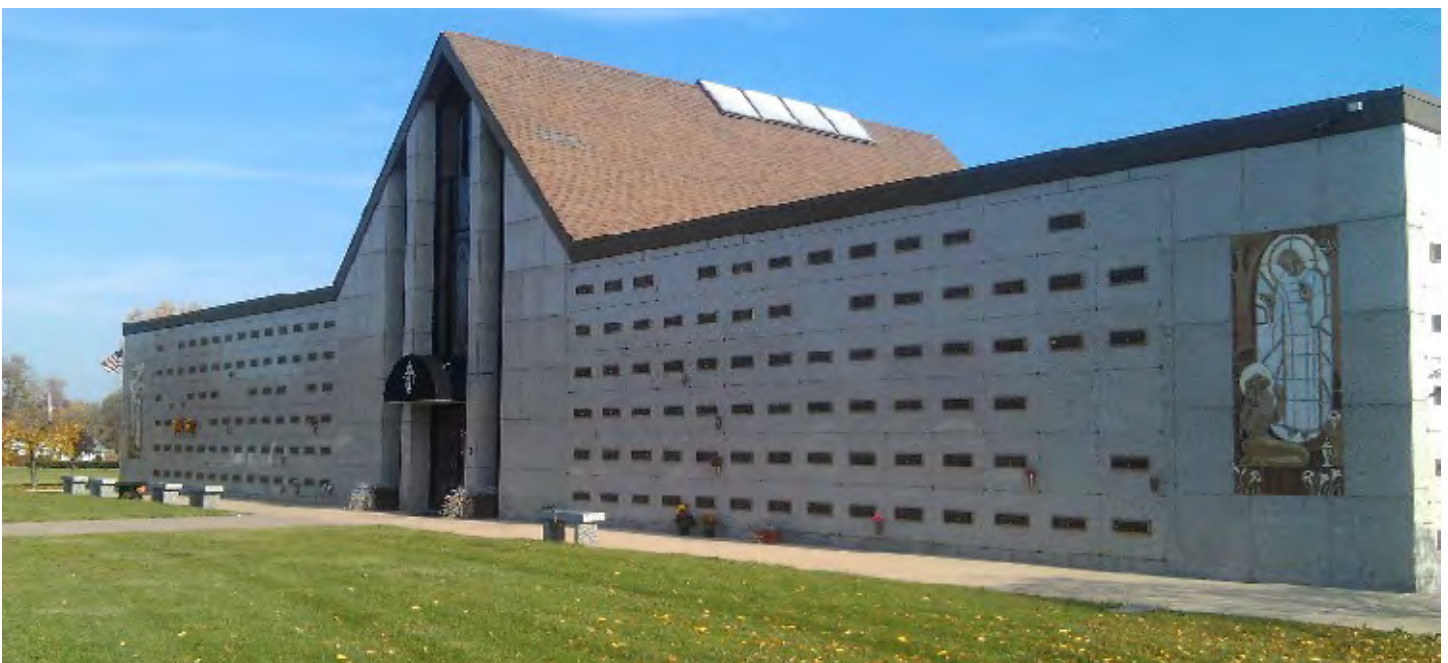
Consecrated by Bishop James R. Hoffman in 1985, Resurrection has grown to become a truly full-service cemetery, and now stands as one of the most beautiful Catholic cemeteries in all of northwestern Ohio. From its formally sculpted granite entrances, to our lovely Lumen Christi Chapel Mausoleum, and on to the three fountains in our 2 acre lake, Resurrection Cemetery is the perfect setting for reflection and meditation.

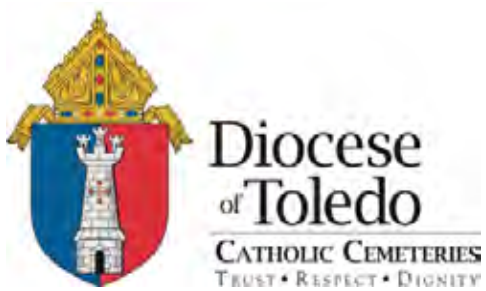
The Catholic Cemeteries from the Diocese of Toledo are honored to have the opportunity of hosting the OCA's northern Ohio Maintenance Day at Resurrection Cemetery on Tuesday, October 6, 2015.

We look forward to your arrival and participation. See you there !

Bob Shenefield
Director of Cemeteries

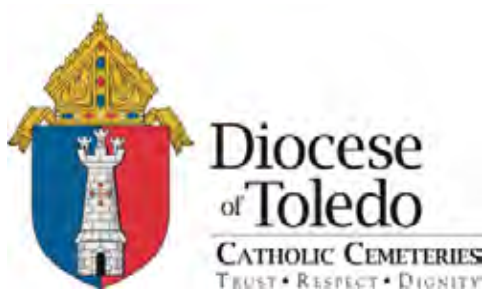
RESURRECTION CEMETERY





CALVARY CEMETERY





MT. CARMEL



**Ohio Cemetery Association
NORTHERN
FALL MAINTENANCE
SEMINAR
TUESDAY, OCTOBER 6, 2015**



A G E N D A

- 8:30 – 9:00 Registration / Coffee & Donuts
- 9:00 – 9:15 **Introductions & Announcements**
Bob Shenefield, CCE - Director of Cemeteries, Diocese of Toledo
- 9:15 – 10:00 **Personal First Aid – CPR/AED**
American Red Cross – John Fry, Consultant
- 10:00 – 10:45 **Roadway Surfacing Solutions**
American Pavements, Inc. – Ted Ciminillo
- 10:45 – 11:00 **Refreshment Break**
- 11:00 – 11:30 **Preventative & Real Time Mower Maintenance**
Apartment Services Company, Inc. – Mile Korte, General Manager
- 11:30 – 12:15 **What We Hearing Regarding Cemetery Complaints**
State of Ohio –Department of Commerce – Div.of Real Estate & Professional Licensing
Laura A. Monick
- 12:15 – 1:15 **LUNCH / EQUIPMENT DEMOS**
- 1:15 – 2:00 **Lowering Device Maintenance & Repair**
Frigid Fluid – Brian Yeazel, President
- 2:00 – 2:45 **Tree Selection, Preservation, and Care**
OSU Extension Office – Amy Stone, Extension Educator
- 2:45 – 3:30 **Wrap-Up Roundtable & Review**
Resurrection Cemetery Staff

**Resurrection Cemetery
5725 Hill Avenue- Toledo, Ohio**

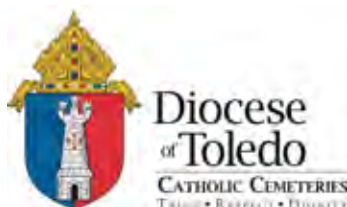
AGENDA

ADMINISTRATION/ SALES

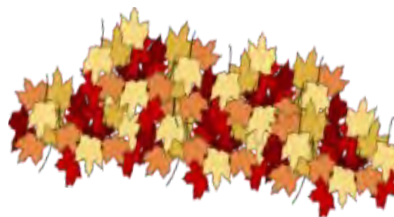
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|--------------------|--|
| 8:30 – 9:00 a.m. | REGISTRATION/ COFFEE & DONUTS |
| 9:00 – 9:15 a.m. | WELCOME/ANNOUNCEMENTS/INTRODUCTIONS |
| 9:15 – 10:00 a.m. | CHARLIE KANET, KANET ADVERTISING
BILLBOARD, BROCHURE ADVERTISING & MEMORIAL ADVERTISING |
| 10:00 – 10:45 a.m. | JOHN SORENSON, TRIBUTE PRE-CAST
SALES MAUSOLEUM/ NICHES |
| 11:00 - 11:30 a.m. | BREAK & SUPPLIER VISITS |
| 11:30 - 12:00 p.m. | LAURA MONICK, STATE OF OHIO- DIVISION OF REAL ESTATE &
PROFESSIONAL LICENSING
OHIO CEMETERY DISPUTE RESOLUTION, COMMISIONS & COMPLAINTS |
| 12:00 - 1:15 p.m. | LUNCH/ SUPPLIER VISITS/ DEMOS/ DRAWINGS |
| 1:15 - 2:00 p.m. | TOM BENZ, BASS MOLLET
MEMORIAL BOOKS, MEMORIAL CARDS, AND FOLLOW-UP ADVERTISING
ALYSSA FISHER, MAKING EVERLASTING MEMORIES/ THE FAMILY
HERTIGAGE REGISTRY |
| 2:00 – 3:00 p.m. | STUART IRWIN, BIONDAN BRONZE
STATUARY VASES, STAINED GLASS, ETERNAL LIGHTS |
| 3:00 – 3:45 p.m. | CEMETERY TOUR |

AGENDA
GROUNDS MAINTENANCE STAFF

- 8:30 – 9:00 a.m. REGISTRATION/ COFFEE & DONUTS**
- 9:00 – 9:15 a.m. WELCOME/ANNOUNCEMENTS/INTRODUCTIONS**
- 9:15 – 10:00 a.m. AARON HUFFMAN, HUFFMAN TREE SERVICES**
TREE TRIMMING DEMO
- 10:00 – 10:45 a.m. ADAM RAVENSTEIN, SCARFF’S NURSERY**
PROPER PRUNING, PLANTING, & MULCHING – SITE DEMO - LANDSCAPING
- 11:00 – 11:30 a.m. BREAK & SUPPLIER VISITS**
- 11:30 – 12:00 p.m. GARY SNYDERS, GREEN VELVET SOD FARMS**
SOIL RENOVATIONS
- 12:00 – 1:15 p.m. LUNCH & SUPPLIER VISITS/ DEMOS/ DRAWINGS**
- 1:15 – 2:00 p.m. MARK FUNKE, SPRING GROVE CEMETERY**
WHAT DO YOU DO?
- 2:00 – 3:00 p.m. TIM WALTERS, MONUBRITE/ DODD’S MONUMENT**
MONUMENT & MARKER CLEANING DEMO
- 3:00-3:45 p.m. CEMETERY TOUR**




Website: ohiocemeteryassociation.com



8:30 a.m. – 3:45 p.m.

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

PLEASE  THE SEMINAR(S) YOU WILL BE ATTENDING

☐

FERNCLIFF CEMETERY-SPRINGFIELD

THURSDAY, OCTOBER 1, 2015

☐

**RESURRECTION CEMETERY-
CATHOLIC CEMETERIES OF TOLEDO**

TUESDAY, OCTOBER 6, 2015

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:

Stan Spitler, Ferncliff Cemetery
spitlers@sbcglobal.net

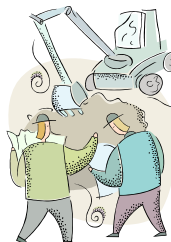
937- 322-3491

501 West McCreight Ave–Springfield 45504

Bob Shenefield, Resurrection Cemetery
bshenefield@cathcemtoledo.org

419-531-5747

5725 Hill Ave –Toledo 43615





Website: ohiocemeteryassociation.com

8:30 a.m. – 3:45 p.m.

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

☐

FERNCLIFF CEMETERY-SPRINGFIELD

THURSDAY, OCTOBER 1, 2015

☐

**RESURRECTION CEMETERY-
CATHOLIC CEMETERIES OF TOLEDO**

TUESDAY, OCTOBER 6, 2015

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 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: jburrowes5@gmail.com or jburrowes@ceneterydata.com

or your seminar hosts:

Stan Spitler, Ferncliff Cemetery
spitlers@sbcglobal.net

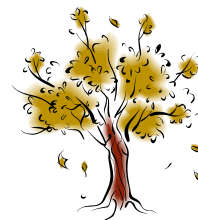
937-322-3491

501 West McCreight Ave–Springfield 45504

Bob Shenefield, Resurrection Cemetery
bshenefield@cathcemtoledo.org

419-531-5747

5725 Hill Ave –Toledo 43615



Our Brand Philosophy

We offer high quality products and creative programs that include free freight, aggressive terms and volume rebates to lower costs and increase margins for our dealers. Our goal is to make it as easy as possible for you to do business with us.

In today's complex business environment, we know that companies that are not moving forward are quickly passed by. As a distributor we need to adapt constantly to our business practices. Many times this means investing in new technology to ensure every effort is focused on efficiency or adding value. Efficiencies can be gained in all areas of our business from logistics to training, to customer support and marketing. It is not enough for us to change alone, so we evaluate these changes and actively share our best practices and ideas with you, our customers. Every time we shave a dollar from the process or add a dollar of value it impacts our margins and yours.

Many times technology replaces people, but this is one of the key areas where PACE is different. We have been a family business from the beginning and value our long-term relationships. No technology will ever stop you from being able to talk to a real human being at PACE.

Chris Saxton,
President PACE Inc.



CORPORATE HEADQUARTERS
739 S. Mill Street • Plymouth, MI 48170
1.800.686.3128

FLORIDA WAREHOUSE
2130 Interstate Dr.
Lakeland, FL 33805

CALIFORNIA WAREHOUSE
5850 Alder Ave.
Sacramento, CA 95828



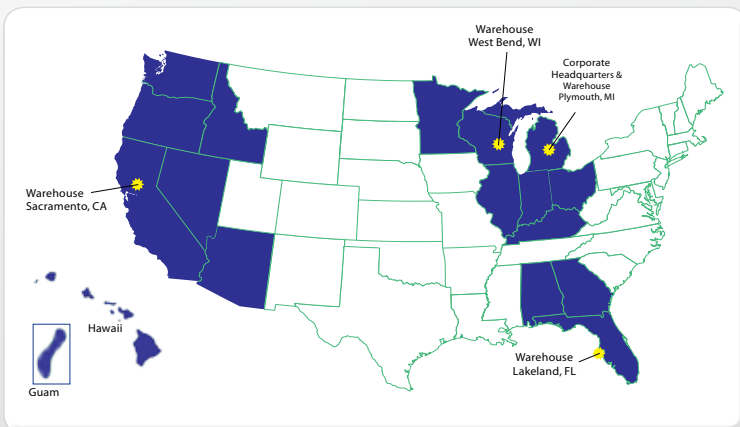
Our History

For over 30 years, PACE has celebrated distribution excellence. PACE Inc. was founded in 1982 for the purpose of distributing Honda engines to dealers and OEM's. Our original ownership team had worked in a retail equipment dealership business that was founded in 1928. The retail dealership experience gave PACE a unique perspective on supporting dealers and customers. Today, our only business is distributing outdoor power equipment to independent servicing dealers. You are the reason we exist as a business and the focus of PACE Inc.

Our Objective

To be recognized by our customers as the best premium equipment distributor to do business with. As a family owned business, PACE knows the value of long-term relationships.

Distribution Territory



With over twenty territory managers covering twenty one states you are never far from a PACE representative. Our territory managers are centrally located to better serve your needs.

Strategic Goal

As PACE team members, we are committed to continual growth as individuals and as a team. We will not accept status quo as an option for doing business. There will always be an option for being better and more valuable to our vendors and our customers. We will serve our vendors, team members, dealers, and end users with integrity, accuracy, respect, and a focus on excellence in all interactions.

Delivery of Parts and Whole goods

Place a parts order by 4 pm EST or 3 pm PST for west coast dealers and we will ship all in-stock items the same day! We have a great shipping team that is fast and experienced.

Shipping Statistics

- Over 20,000 SKU's
- Over 32,000 Parcel Packages
- Over 2000 Truck Shipments
- Fill Rate of over 94% Average
- Combined Square footage of over 120,000 sq. ft. in 4 locations

Technology

Pacelink.com is the hub of our operations. It is the starting point for your streamlined interactions with us. Our dealer portal facilitates online ordering and has been a proven tool to reduce errors and increase efficiency. This system also feeds our billing and invoicing systems to maintain accuracy. In the warehouse, we use state of the art barcode technology to keep inventory up to date and reduce turnaround time for order fulfillment.

- Orders can be placed online, by phone or by fax.
- Over 50% of orders received are placed online, reducing errors and increasing efficiency, and our equipment and parts are scanned with bar code readers to further reduce errors and decrease turnaround time.



Customers shop differently today than they did 10 years ago and even 2 years ago. Almost everyone who walks through your door has looked at the products you sell online. PACE has made serious investments in our Marketing Department to support your online efforts. It is our goal to help you intercept these shoppers in research mode and get them to your store. We focus first and foremost on making digital marketing effective and easy for you, because we know it can be complex and time consuming. We also know how to use traditional marketing effectively to complement your digital efforts. We work constantly with our manufacturing partners to provide you the highest levels of co-op available. Because we are staffed in-house, we take the time to listen to what you need, and then propose a solution. This also means you won't find any hidden fees when you want help with a direct mail piece, an outdoor sign, or just want some marketing advice.



The PACE public and dealer websites are open 24 hours a day to fit your schedule and provides access to our programs, pricing, parts breakdowns, retail finance, warranty information and marketing assets. Dealers can place orders any time, day or night.



PACE Territory managers assist New Dealers to get started off on the right foot with extensive field work to define market opportunities and implement strategies for increasing market share. This includes "Road Map 2 Success", a custom look at your business.



We provide hands-on training in maintenance and repair, warranty processing and sales. Your territory manager will help you with product training, open house planning and participation, marketing, inventory control, and key end-user account recruitment. In addition to your territory manager, an inside representative, who



works with your territory manager, is specifically assigned to your account. We make sure there is always someone available who will quickly help you with your daily business.

With over 20 years experience, our service manager runs our technical training and support department. He has been around the block and has spent time in retail service, OEM testing and engine matching. His approach is to be concise and informative, and he works closely with all of our manufacturers to bring the best training to your service technicians.





**DISTRIBUTOR OF PREMIUM
OUTDOOR POWER EQUIPMENT**

www.pacelink.com

CORPORATE HEADQUARTERS

739 S. Mill Street • Plymouth, MI 48170

1.800.686.3128

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Lakeland, FL 33805**

CALIFORNIA WAREHOUSE

**5850 Alder Ave.
Sacramento, CA 95828**



August 25, 2015

FOR IMMEDIATE RELEASE

CONTACT: Sherry T. Hood, Pontem Software OR Jimmy Pinocchio, Cemetery360
888.742.2378 530.518.6185

**PONTEM SOFTWARE AND CEMETERY360
TEAM UP TO PROVIDE CUTTING-EDGE
GROUND-LEVEL IMAGERY TO CEMETERIES**

EATON RAPIDS, Mich. – Pontem Software, a leading provider of cemetery data management software and Cemetery360, a California-based firm specializing in interactive mapping technology, have joined forces to enable cemeteries to provide web visitors a ground-level, 360-degree view of their property, resulting in a life-like immersive experience where existing and available interment sites can be viewed from any device connected to the Internet.

"The value of immersive map technology for cemeteries is considerable," says Sherry T. Hood, Pontem president. "When weather or distance makes it difficult or impossible to show prospective customers or family members interment options or locations, much like Google Maps' street-level imagery, Cemetery 360's ground-view imagery brings the cemetery to them."

Suisun Fairfield Rockville Cemetery District in California is one Pontem customer that recently added Cemetery360 capability. Visitors to the district's website can "walk" forward, backward, "look" left and right, zoom in to read an inscription on a headstone, or "gaze" around them to [take in the view](#) at both of the district's cemeteries right from their own computer, laptop, smart phone or tablet screen.

"Cemetery sales staff also find the technology is a useful visual aid, especially when conducting off-site appointments, or during inclement weather," notes Jimmy Pinocchio, Cemetery 360 Founder and CEO.

(more)

Pontem/Cemetery 360 Partnership – Page 2

Cemetery360's technology collects full 360-degree imagery at a rate of approximately 2,000 images per day while collectively linking a GPS location to each image collected.

Available location markers can also be added to the map, enhancing a cemetery's efforts to promote and sell vacant plots. Because the interactive map is available online 24/7, the public can also tour a cemetery's grounds anytime and from anywhere via the Internet. The technology works equally well to provide virtual tours of mausoleums and columbaria as well as of traditional cemetery grounds, Pinocchio explains.

"We're thrilled to be able to bring this cutting-edge technology to Pontem customers as a result of our partnership with Cemetery360. Paper maps, brochures or even a 'look-book' pale in comparison to the ability of *being there*," says Hood. "This is one cemetery sales and management tool where the visual imagery is worth much more than a thousand words."

For more information about this ground-breaking technology now available to cemeteries nationwide, visit Cemetery360's website at www.Cemetery360.com. Or, contact Sherry Hood at Pontem Software toll-free at 888.742.2378.

###



Welcome

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PICKERINGTON, OH**

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PORTSMOUTH, OH**

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- Simplifies the selection process
- Streamline selling strategy and pricing
- New! More compact size: 88" h x 33"w x 24"d**

* Based on test market results

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rleach@coldspringgranite.com



Logon to the OCA website for the latest news!

ohiocemeteryassociation.com



Glass Fronted Niches & EZ Safety Plaques Patented in USA, CANADA and other Countries

Specialty Services from Biondan North America

At Biondan we strive to find ways that make you more effective in the marketplace.

- **Design:** Our staff will design your E-X-P-A-N-D glass fronted niche with information from you on your particular needs and requirements.
- **Biondan experience:** your organization can have the confidence of knowing that Biondan has been in business since 1956. We are a manufacturer of over 7,000 different products. This enables us to provide our customers with choices and options.

Available Options

- Niche fronts are available in plain and or beveled glass, bronze and marble.
- Interior low voltage environmentally friendly LED lighting.
- Exterior low voltage LED lighting.
- Large selection of bronze urns, self adhesive vases, bronze vases and photoceramics.

Special Features

- Finished end side panels.
- Finished fascia base panel.
- Tamper resistant screws.
- Decorative trim can be chosen to match interior design.

Advantages

- You can build your unique niche unit to suit the size of your wall, your budget and your calendar.
- Niche size is dictated by you and the needs of your families.
- Our method of construction insures the niches will not sag, buckle, or separate over time. We guarantee it.
- Installation is easy and can be done by your staff.
- Low maintenance- each niche is sealed to prevent dust and insects.



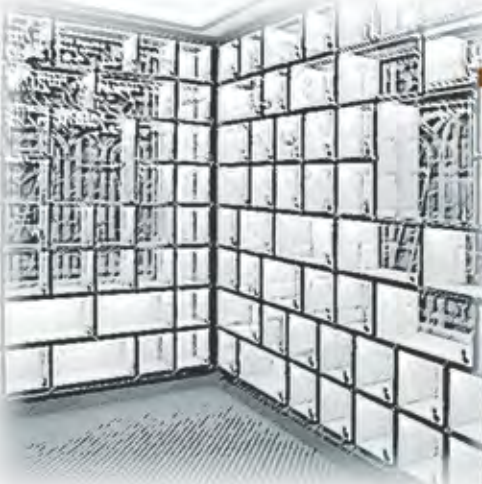
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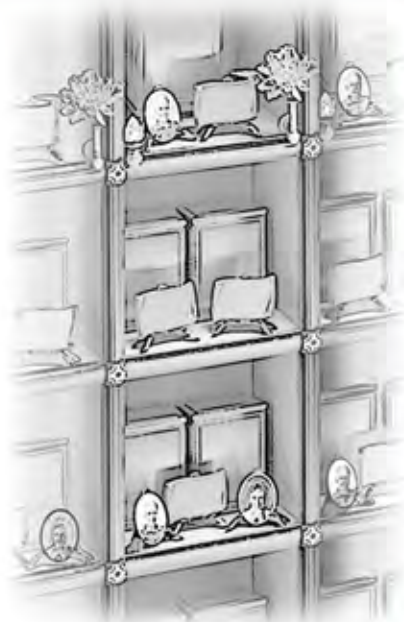
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*"An integral part
of any architectural
program is the pivotal
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memorialization
features"*

*Andrew M. Krawczyk,
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