



THE OHIO CEMETERY ASSOCIATION
2012 Winter Conference, Sales Spectacular & Awards Banquet
February 23, 24 & 25, 2012 • Embassy Suites, Dublin, Ohio

2011 Rookie Award

Recognize your Rookie!

During the Awards Banquet on Saturday evening, February 25, you will have the opportunity to recognize your Rookie, or Rookies for 2011.

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).

Cemetery: _____

Our Rookie is: _____

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

2011 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)

2011 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)





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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 2011. 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 2011.



Please use reverse side to submit names of award winners.

**Awards will be presented as part of the Awards Banquet on
Saturday, February 25, 2012**