

ANNUAL CONVENTION/FIELD DAY & TRADE SHOW

JULY 31, AUGUST 1-2 2017

Hilton Garden Inn - Mayfield Village, OH 44143



AGENDA

MONDAY JULY 31

- 9:00 Golf Outing – Stonewater Golf Club
- 2:00 Supplier Set up
- 4:00 OCA Board Meeting
- 6:00-7:00 Social Hour
- 7:00-8:00 Dinner
- 8:00 Golf Awards – Games

TUESDAY AUGUST 1

- 7:00-8:30 Registration and Breakfast with Suppliers
- 8:30-9:00 Welcome and Announcements; Supplier Introductions
- 9:00 9:45 Keynote Speaker – Dennis Roche, Former President of Greater Cleveland’s Convention and Visitor’s Bureau
- 9:45-10:30 Keynote Speaker - Don Winsett, VP of National Business Development, Davey Tree
- 10:30-11:00 Break with Suppliers
- 11:00-11:45 Business Meeting
- 11:45 Leave for Field Day

LAKE VIEW CEMETERY

For GPS directions use:
2601 Mayfield Rd.
Cleveland Heights, OH 44106

- 12:15 Welcome/Supplier Introductions/Lunch
- 1:00-4:00 Visit with Suppliers/Demo Equipment
- 1:00-2:30 Trolley Cemetery Tour #1 – Including Garfield Memorial and Wade Chapel
- 2:30-4:00 Trolley Cemetery Tour #2 – Including Garfield Memorial and Wade Chapel
- 4:00 Return to Hilton Garden Inn for Rest and Relaxation
- 6:00-6:45 Social Hour with Suppliers – Hawaiian Luau (dress for the occasion!)
- 6:45-7:45 Dinner with Suppliers
- President’s Address
- 8:00-10:00 Entertainment

WEDNESDAY AUGUST 2

- 7:00-8:30 Registration and Breakfast with Suppliers
- 8:30-8:45 Announcements
- 8:45-9:30 Breakout Session
 - Administration
 - “Branding Your Cemetery”**
Kathy Goss, Lake View Cemetery Township
 - “Effective Ways to Increase Revenue”**
Elaine Russell and Tom Kayati, Walnut Grove Cemetery

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9:30-10:45	Breakout Session Administration <i>"Growing Your Endowment"</i> Kevin Kane and Michael Lynch, Optimized Transitions, Danielle Paskowski, Lake View Cemetery Township <i>"Maintenance Practices, Rules and Operational Procedures"</i> Pat Ebright, Mt. Moriah Cemetery, Union Township & Laura Monick, Section Chief, Ohio-Dept. of Commerce, Div. of Real Estate and Professional Licensing Roundtable Discussion
10:45-11:15	Break with Suppliers
11:15-12:00	Breakout Session Administration <i>"Best Practices for Your Trusts"</i> Kelly Neer, External Auditor, Ohio Dept. of Commerce, Div. of Real Estate and Professional Licensing Township <i>"Headstone, Monument and Mausoleum Restoration"</i> Mike Johns, John's - Carabelli Monuments
12:00-1:00	Lunch with Suppliers
1:00-1:45	Breakout Session Sales/Customer Relations <i>"Sales Policies and Procedures"</i> Scott Baran, Lake View Cemetery Property/Operations <i>"Cremation Ideas for Small Areas"</i> Raymond Leach, Salem Stones
1:45-2:30	Breakout Session Sales/Customer Relations Kirk Roberts, American Cemetery Services Property/Operations <i>"Religious Burial Practices"</i> Rev. Francis P. Miller II
2:30-3:15	Breakout Session Sales/Customer Relations Matt Dugas, PlotBox Property/Operations – <i>"Crisis Communications: Fail to plan now and you can plan to fail"</i> Thomas Fladung, Hennes Communications
3:15-3:30	Announcements and Conclusion