

OCA Journal

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Publication of the Ohio Cemetery Association

President's Message

Hello All,

Hello to all of the faithful cemetery Operators, Superintendents, Sextons, zAdministrators, Family Service Advisors and any other support staff involved with maintaining our nations heritage and caring for our nations dead.



It has been a crazy couple of years and I finally feel like we are seeing the light at the end of the tunnel. As for our organization, staffing issues have loosened up as we are now able to hire more laborers and superintendents. We've also seen an increase in the number and quality of our Family Service Advisors and Administrative new hires. Whew..... what a wild ride it's been!!

We are still seeing severe issues with supply chain break downs, granite deliveries, vault manufacturing etc. We have taken the approach with families that "we have no idea when your (product) is going to arrive or when we can get it installed. We will do the very best we can based on weather, staffing and burials to deliver (install) your families memorial".

I hope you can attend the Annual Convention and participate in sharing ideas, learning new concepts, networking and even having a little fun. It will be great to re-ignite some long time relationships and build some new ones.

See you all soon!

Kirk Roberts
President
Ohio Cemetery Association

In this Issue

<i>President's Message</i>	1
<i>Annual Convention Info</i>	2
<i>Articles for Sales Managers & Advisors</i>	5
<i>Update from Sedgwick</i>	11
<i>Welcome New Members</i>	20

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OHIO
CEMETERY
ASSOCIATION
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Annual Convention Info

OCA ANNUAL CONVENTION

AUGUST 1-2-3 2022

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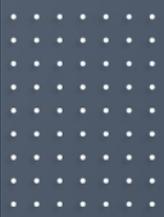
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Articles For Sales Managers & Advisors



Info

Gary O'Sullivan Company

For the Leader –

Creating a culture and a discipline of getting things done in an organization is a critical factor for success in today's fast paced and competitive marketplace. Execution, the art of getting things done, is only accomplished when leadership understands how to implement and promote a culture that is one of effectiveness.

This month we will get a better understanding of the art of getting things done from Larry Bossidy and Ram Charan co-authors of the book, Execution. We will look at what they call the missing link.

For the Sales Team –

Perhaps one of the most difficult challenges sales professionals deal with is that of rejection. One of the sales manager's biggest challenges, is to consistently be 'selling' their team on the basic principle that the greater the rejection the greater the reward.

This month we will give you some ideas to help you make that sale one more time.

PLUS –

We have added as a reminder and for your convenience our 'Half-Time-Review.' This is an excellent time to get your team focused on where they are, where they want to be, and what they need to do to get there by December 31.

Quote for the month:

“Knowing is not enough, we must do.”

-Goethe

Articles For Sales Managers & Advisors continued from page 3.

EXECUTION

“Execution, the missing link between aspiration and results.”

Larry Bossidy and Ram Charan

“Execution is a systematic process of rigorously discussing the hows and what’s, questioning, tenaciously following through, and ensuring accountability.”

It is the role and responsibility of the leadership in a company to ensure they create a culture of execution. A culture that says, this is the way we do things around here, how we get things done. Closing the gap between desired outcome and the actual results is not easy, neither is it magical or impossible.

It requires a relentless focus by the leadership to set the strategy, insure they have the right people in the right place, assign accountability, and follow up. It is the leader’s role to see that things get done, not to do things.

Four things that should be considered in trying to close the gap between desired outcome and actual results:

Strategy – When setting a strategy be sure to take in account the people you have to accomplish the task and your current operational realities.

People – People should be chosen and promoted in light of your strategies and operational plans.

Accountability – Keeping accurate, yet simple, notes of the desired results, actions plans, timeframes, and who is responsible, is vital to keeping objectives moving forward. Having regularly schedule meetings to review the progress, discuss obstacles, and reaffirming the goal should keep the individual or team members focused.

Future planning – Should include the personal development of your current staff. It should also include identifying new talent needs and a plan for recruitment.

A key point to remember when it comes to getting things done, it takes the right people. Companies should keep a keen focus on their effectiveness in getting and keeping quality people. It is the one thing you do that you have an enormous amount of control over.

“An organization’s human beings are its most reliable resource for generating excellent results year after year. Their judgments, experiences, and capabilities make the difference between success and failure.”

Execution, Larry Bossidy and Ram Charan

Articles For Sales Managers & Advisors continued from page 4.

Rejection

**The sales professional who experiences the most rejection-
Makes the most sales**

Rejection is a fundamental part of the direct sales process. In a sales position where there is little rejection, there is also little opportunity. Understanding the correlation between rejection and opportunity is the beginning of developing a healthy perspective in dealing with rejection.

Remembering that successful people don't like dealing with rejection any more than failures do. They just like failing less and they have developed an attitude that helps them deal with the rejection they face. They understand that the sales professional that experiences the most rejection, makes the most money.

Seven attitudes to help you manage rejection:

Don't take the rejection personally, they are not rejecting you.

Rejection is due to not understanding the value of your offer.

The more committed you are to your purpose, the stronger your resistance will be to the rejection you encounter.

When you get rejection don't be reactive – be proactive in your response and thinking.

When you have clearly defined your goals, the less negative effect rejection will have on you.

If you don't learn to overcome and deal with rejection it will hinder your ability to be of service to the people you meet.

Rejection doesn't mean 'No'; it generally means, "I need to know more."

“I never see rejection as rejection, but only as a learning experience. I never see rejection as rejection, but only as the negative feedback I need to change course in my direction.”

Tommy Hopkins

Articles For Sales Managers & Advisors continued from page 5.

HALF-TIME GOAL REVIEW

On January 1, you set your goals and objectives for 2022. The end of June will bring us to the halfway point in our year. Now is the time to review so that you will know exactly what you need to do to be on target for meeting your objectives for 2022.

Goal Review

My goal for 2022 is \$ _____

As of _____ my volume is \$ _____
(June 30th I should be at 50% of my annual goal.)

The difference is \$ _____

That will require a monthly volume of \$ _____
for July 1st through December 31st.
(The difference divided by 6, months remaining in 2022)

My current average sales is \$ _____

The number of sales I will need
to produce each month is _____
(Divide the volume needed by your average sale)

My current closing % is _____ %

The number of presentations I need
to make each month is _____
(Multiply the closing percentage times
the number of sales you need, example if
your closing percentage 50% and you needed
six sales month, 2 X 6 = 12).

Take this personal half-time quiz-
Have I done my best so far this year? Have I maintained a clear focus? Have I measured my results on a weekly basis? Am I convinced that numbers are my friends? Do I truly desire to reach the goal I have set? Am I committed to excellence? Will I make the personal commitment to reach my goal by December 31, 2022?

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Looking forward to seeing everyone at the OCA convention in Columbus!



Sedgwick Update: Safety in the office

The office setting sure has changed over the past few years. Many of us are returning to the office full-time, others are working from home and some of us are working a hybrid schedule. No matter what our work schedule is we need to stay diligent about the office dangers lurking around the corner. Just because we were gone doesn't mean the dangers are gone. Let's review some of these hazards in the office setting.

Good Housekeeping is one of the keys to a safe office workplace. When you return to the office look for some of these potential dangers and be sure to report them.

- Keep walkways and hallways free of clutter, such as boxes and cords.
- If you see damaged flooring or carpet, report it immediately. Use a stepstool - not a chair - to reach items.
- Be sure to close drawers to prevent people from walking into them.
- When carrying material make sure it doesn't block your view.
- When closing drawers, be sure to use the handle to prevent pinching fingers.
- Always be aware of doors opening, walking around corners, and passing by cubicles.
- When stacking material, be sure the heavier items are stacked on the bottom.
- Wet floors, especially on tile, can be a serious slip hazard.

Fire safety is important to all employees. Review some of these fire hazards found in the office setting.

- Check cords and electrical equipment (coffee makers, toasters, microwaves, space heaters, etc.) for damage.
- Review your Fire Prevention Plan (FPP) and Emergency Action Plan (EAP) and the employee reporting procedure in the event of an emergency. (Don't forget to re-familiarize yourself with other office policies).
- Do not block exit routes, fire extinguishers or electrical panels.
- Do not allow trash to accumulate as this can add to fire.

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Sedgwick Update continued from page 7.

Working safely at our desk or cubicle will help in reducing or eliminating potential ergonomic injuries. When working at your workstation remember these work practices.

- Use adjustable equipment, such as desk, chairs, and monitors.
- When sitting, be sure to keep your feet on the floor. Do not let them dangle over the floor.
- Ensure the monitor is correct distance for your vision.
- Be sure to take periodic breaks to give your body a rest.
- Place your keyboard and mouse correctly on your desk to prevent neck and shoulder pain.
- If typing from a document, use a document holder instead of looking down.
- If you have a new ergonomically safe workstation, understand how to use it.
- When sitting in your chair be sure not to lean too far forward or too far back.
- There are many stretching exercises that you can perform throughout the day.

No one office setting is the same so be sure to identify the hazards at your location. Consider creating a checklist and schedule a periodic walkthrough to identify any safety issues. Remember Office safety is everyone’s responsibility and should be incorporated into your daily work practices.

For more information, please contact Sedgwick’s Andy Sawan at 330.819.4728 or andrew.sawan@sedgwick.com.



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MSP is committed to designing facilities that meet or exceed sustainable design principles. LEED certification for projects is sought where appropriate.

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Primary Contact Person

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Company History

McGill & Smith is founded, primarily focusing on public works and land development engineering.

The present organization of McGill Smith Punshon, Inc. (MSP) is formed through the merger of McGill & Smith, Inc. and the Thomas B. Punshon Engineering Company.

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Sedgwick Update: Safety Council enrollment deadline approaching

Thousands of Ohio employers benefit from the education, resource sharing and premium savings which result from actively participating in their local safety council monthly meetings.

BWC Safety Councils can help you:

- Learn techniques for increasing safety, health, and wellness in your workplace.
- Network and share best practices with other employers in your community.
- Identify resources to assist you in your accident prevention efforts.
- Access risk management information and strategies to reduce your worker's compensation costs

Safety Councils will be meeting in person again beginning in July 2022. Enrollment into a Safety Council program in your region can provide additional savings to your organization. It is designed to be an incentive program that enables employers to receive a rebate of 2% of their annual workers' compensation premium through program participation.

For public employers, the rebate is on the 2021 rate year premium. For private employers, the rebate is on the 2022 rate year premium. The deadline to enroll in the Safety Council rebate is July 31, 2022.

For more information on the program including the participation requirements, go to [SafetyCouncilMtgFactsheet.pdf \(ohio.gov\)](#). To locate the nearest Safety Council to your organization, go to [Safety council locations | Bureau of Workers' Compensation \(ohio.gov\)](#).

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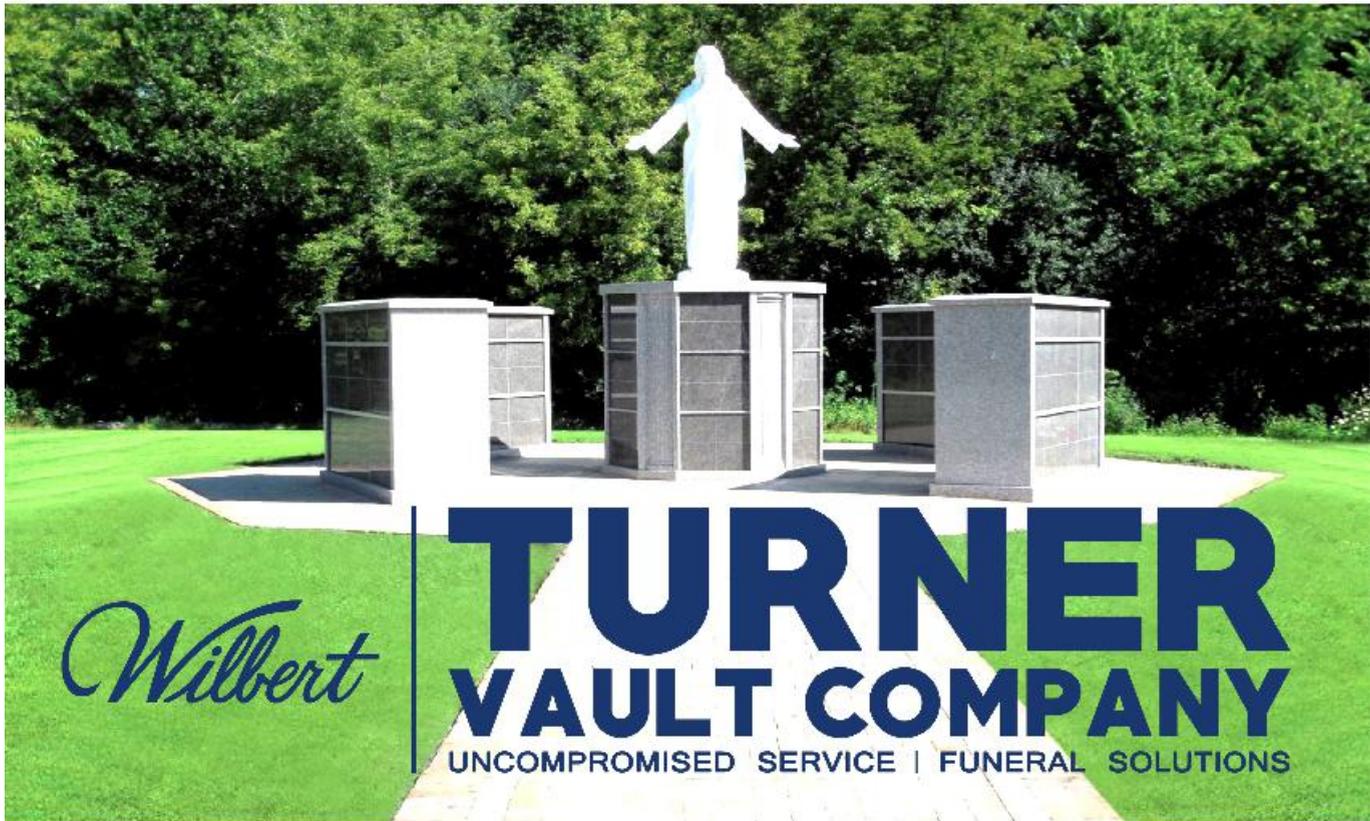
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A woman came to our funeral home asking for help finding a family member's burial site. It took a few minutes to look up the information and even longer to walk to and locate the actual plot. The woman, now tired and winded, scolded – "you know, this would be a whole lot easier if you just put them in alphabetical order."

Courtesy of: Reader's Digest (202009)



Founded in 1985, The Tribute Companies offer a unique selection of products and services focused on the enhancement of cemeteries and funeral homes to better serve their communities. Today, the company is recognized by the State of Wisconsin as a Woman-Owned Business.



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