

# OCA Journal

September 2018 | Volume 8 | Issue 4  
Publication of the Ohio Cemetery Association

## President's Message

As summer comes to an end and fall approaches it is hard to believe that the end of the year is shortly to come. Before long we will be welcoming in 2019. I would like to personally thank all membership, suppliers and speakers who so willingly presented and attended our OCA events this year. Your continued support and participation in the OCA is greatly appreciated. Please folks don't forget we still have the Fall Maintenance Seminar "A Green Future" at Spring Grove Cemetery and Arboretum on Tuesday October 2, 2018 and the "Lunch & Learn" Tuesday October 9, 2018 at Lindsey Precast in Canal Fulton Ohio. Please mark calendars and try to attend. I would like to thank both Spring Grove Cemetery and Lindsey Precast for being so gracious to host and present these programs. I know both programs will be great! Lastly, I would personally like to thank Mr. Steve Becker "The Amazing Amp" for being so gracious and willing to help out with the sound presentation at this year's Annual conference in August. All of the sound productions from this year's conference were done using the "The Amazing Amp". Steve truly has a first class versatile product that is second to none. I encourage all membership to take some time and visit his website. Enjoy the upcoming season and I look forward to seeing you all at the upcoming OCA seminars.



Patrick Ebright, OCA President  
Union Township  
Mt. Moriah Cemetery Cincinnati, OH



*The masthead image provided by Byron Cemetery - Bath Township Cemeteries.*

### In this Issue

<i>President's Message</i>	1
<i>Calendar of Events</i>	2
<i>Cemetery Spotlight</i>	3
<i>Supplier Spotlights</i>	4
<i>Convention Highlights</i>	7
<i>Articles for Sales Managers &amp; Advisors</i>	11
<i>Welcome New Members</i>	12

### Upcoming Events

<b>Fall Maintenance Day</b>
October 2 Spring Grove Cemetery Cincinnati
<b>Lunch &amp; Learn Lindsay Precast</b>
October 9 Canal Fulton Presentation/Lunch/Tour

# Calendar of Events

Registration forms for Fall Maintenance and Lindsay Precast Lunch & Learn can be found on OCA website.

## Fall Maintenance Day

October 2

Spring Grove Cemetery  
4521 Spring Grove Avenue  
Cincinnati, OH 45232

## Lunch & Learn Lindsay Precast

October 9

Canal Fulton Presentation/Lunch/Tour  
6845 Erie Ave N  
Canal Fulton, OH 44614

## Calendar Of Events/Upcoming Events 2019 Awards Presentation/Dinner

More info on these events will be available shortly.

***A man visiting a graveyard saw a tombstone that read "Here lies John Kelly, a lawyer and an honest man."***

***"How about that! he exclaimed.***

***"They've got three people buried in one grave."***

***Louise Mayer  
in Cappers***



Dayton Memorial Park - Dayton

This is a representation of a billboard Kanet Advertising recently designed and placed.

Our agency understands the pressures that cemeteries are experiencing because families are choosing different venues for final disposition.

Let us help you reclaim your market share.

*Ferncliff Cemetery,  
Arboretum & Crematory*

Traditional Burial • Onsite Cremation  
Community Mausoleum

www.ferncliffcemetery.org Springfield, Ohio

*Kanet Advertising is a full service  
marketing and advertising agency.  
Radio & Television Ads • Ad Design & Placement  
Outdoor Advertising*

**kanet**  
Kanet Advertising  
1077 Celestial Street, Suite 5  
Cincinnati, OH 45202  
513.241.2874  
www.kanetadvertising.com

# Cemetery Spotlight



**SPRING GROVE**  
Cemeteries · Funeral Homes · Cremation  
[www.springgrove.org](http://www.springgrove.org)

## **2018 OCA FALL MAINTENANCE SEMINAR AT SPRING GROVE CEMETERY AND ARBORETUM**

We are looking forward to hosting the 2018 OCA Fall Maintenance Seminar which will take place on Tuesday, October 2<sup>nd</sup> in our Rose Garden/Norman Chapel area. The theme this year is “**A GREEN FUTURE**”. Registration will be 8:00 – 9:00 a.m.

We will be talking about how environmentally friendly is your cemetery? Do you allow artificial flowers and decoration during the growing season (April – October)? We also will have speakers from *Mean Green Equipment* and demos of battery fueled mowers, trimers, and blowers. Steve Folz from the Cincinnati Zoo will be here to speak about low maintenance, drought resistant plant material to use in your cemetery.

There will also be talks on Safety and holding events in your cemetery. The ever-popular mower obstacle course is being planned as well as the backhoe competition to see who is the best operator in 2018! Tours will be ongoing all day which will take small groups out into the grounds to visit our crematory/Funeral home, Lakeside III construction site, Sections 130 & 142F cremation walkway and our Green Burial section. The tour will also stop by the OCA time capsule/ICCFA memorial.

We hope to see you all here on October 2<sup>nd</sup>.

Here are some interesting facts about Spring Grove Cemeteries, Funeral Homes, Crematory & Arboretum:

Spring Grove was chartered in 1845 and today has grown to encompass 750 acres, of which 450 acres are currently developed. We have around 1300 burials a year. We have our own crematory and will do about 650 cremations this year. We are building our 9<sup>th</sup> public Mausoleum this year (Lakeside III). We built our first funeral home in 1999 on our property and now have four funeral homes around the city. They were renamed this past year to reflect our cemetery's name of *Spring Grove*. We also have a second cemetery in the tri-county area called *Oak Hill Cemetery*. Oak Hill is 160 acres - 62 acres are developed, and they have around 300 burials a year. Our company employs about 240 people.

---

## Supplier Spotlight



Crowne Vault exhibited at the Ohio Cemetery Association convention this year and sales rep Michelle Lacay brought something new. "We introduced an addition to our 'royal family' and wanted to share the news with Ohioans!" The compact-size Coronet Urn Vault joins the Regent and the Marquis to provide a choice of capacity and styling that is just right for different interment scenarios.

The Coronet was designed to hold just the temporary container and has a height of only 7.5". It works well for second rites of interment where the ground depth could be an issue. The Coronet can allow for a smaller footprint for a cremation garden and may make areas near fence lines more usable for cremation burial. Its small size requires less work to inter and it comes with the same water-proof sealant as the Regent and Marquis. Dignified burials are always the goal.

Crowne Vaults are known for their sturdiness, spacious capacity, easy-seal feature and choice of colors. Most valued by families is how Crowne Vaults can be personalized by friends and family. Permanent markers allow families to leave a lasting impression of their love. The attractive design provides a comforting 'last look'. Best of all, Crowne Vaults are affordable.

For more than a decade, cemeteries have used the Regent single size to accommodate a standard-size urn or two temporary containers plus memorabilia. Additionally, the Regent can be used as a pre-born infant casket. The larger capacity Marquis double was designed to hold two tall urns or one over-sized urn and can also fit 6 temporary inserts.

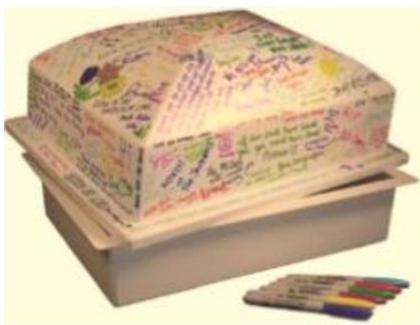
Crowne Vault, a division of Cressy Memorial Group is based in Mishawaka, Indiana and manufactures a line of urn vaults which are Made in the USA. Cressy Memorial is a manufacturers' representative agency which works with memorial distributors to promote Howard Miller Memorials, R&S (marble) Designs and Crowne Vaults.

So, thank you for letting us be part of your event! Crowne Vault sales rep Michelle Lacay felt welcomed and had fun being on the winning team for Family Feud. While at the conference she enjoyed interesting conversations, gathered new knowledge and formed pleasant associations.

For more information or to get on our emailing list, contact Michelle Lacay at [michelle@cressymemorial.com](mailto:michelle@cressymemorial.com) or 866.763.0485 or visit [www.crownevault.com](http://www.crownevault.com).

Article submitted by:  
MaryAnne Scheuble Cressy Memorial Group  
3925 Glaser Court  
Mishawaka, IN 46545

**Supplier Spotlight continued from page 4.**



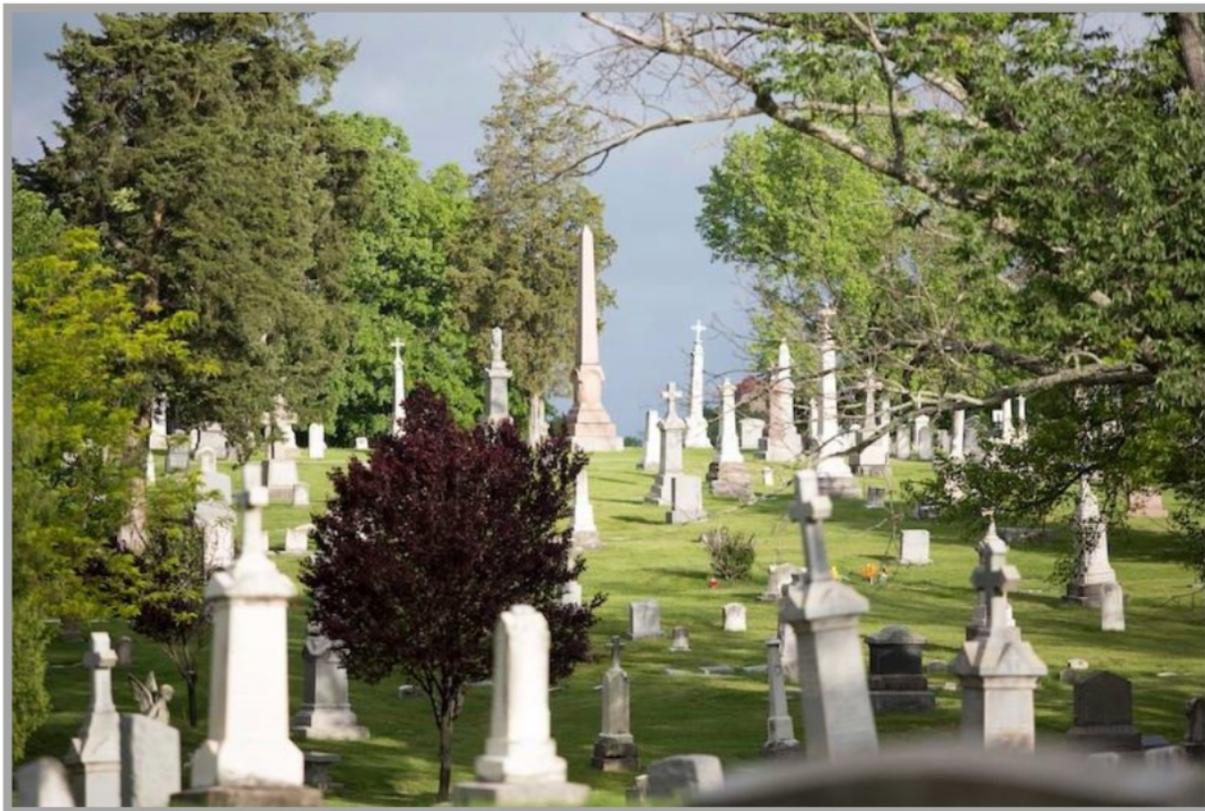
The Regent - personalized

The Coronet



Crowne  Vault  
A Division Of Cressy Memorial

# Supplier Spotlight



**Turf and Landscape Maintenance**



**Irrigation Service**



**Landscape Design and Installation**



**Snow and Ice Management**

**Customized landscape solutions for your asset and peace of mind**

**Contact GroundsPRO:**

**833-242-1700   AReininger@GroundsPRO.biz   www.GroundsPRO.biz**

# ANNUAL CONVENTION

# Highlights

## GOLF OUTING - MONDAY AUGUST 6, 2018

Legendary Run Golf Course 915 East Legendary Run - Cincinnati, OH



### WINNING TEAM – POWER EQUIPMENT DISTRIBUTERS

SCOTT LERMAN  
WILL MARTIN  
CHRIS BAXLA  
GEOFF GOFF

**POND MANAGEMENT HEADQUARTERS**  
**AQUA DOC®**

Enjoy YOUR lake or pond... THIS YEAR!

- Customized Algae & Weed Treatment Programs
- Visit our store for aquatic supplies
- Floating Fountains & Aeration
- Serving Ohio Waters Since 1983

BEFORE MANAGEMENT      AFTER MANAGEMENT

**10779 Mayfield Road | Chardon**  
440.286.7663 or [aquadocinc.com](http://aquadocinc.com)

# ANNUAL CONVENTION – *Highlights*

## FIELD DAY AT MT. MORIAH - AUGUST 7, 2018 MOWER OBSTACLE/EXCAVATOR CONTESTS

### WINNERS

**SETH TREON & PAT PARTEE**

**BATH TOWNSHIP – BYRON CEMETERY**



# Annual Convention

# Highlights



## ▶ A proven partner at every stage

Elegant, lasting memorials are just one way Coldspring helps you take care of the families you serve. You can expect complete support from start-to-finish.

Coldspring offers a wide variety of products and solutions including:

- Bronze on granite memorials
- Columbarium structures
- Cremation memorials
- Glass Front Niches
- Mausoleum design through construction
- Upright memorials & glass markers
- Granite benches
- Precast Foundations

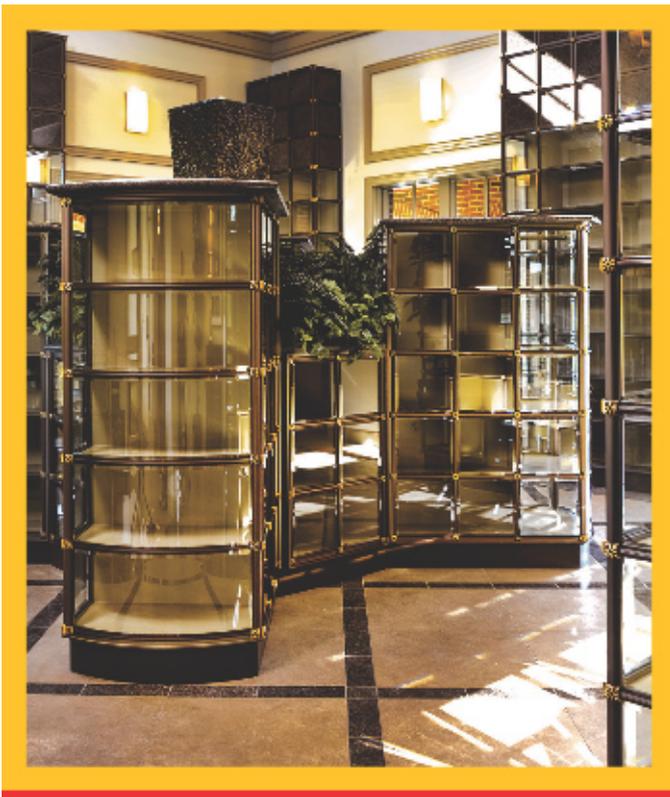


▶ For more information visit [coldspringusa.com](http://coldspringusa.com) or call 800.326.5040

© 2015 Coldspring. All Rights Reserved.

# Annual Convention

# Highlights



Learn more, call us at  
+1 (877) 290-6703  
BiondanBronze.com

©Biondan North America Inc., 2017 - 2220 Midland Ave. Suite 77 - Toronto, ON Canada



## GREVER AND WARD CEMETERY PLANNERS



**78 YEARS OF CONTINUOUS  
SERVICE TO CEMETERIES**

COMPREHENSIVE MASTER PLANNING • CONSTRUCTION PLANS & SPECS  
SECTION LAYOUT PLANNING • CREMATION GARDEN PLANS  
PLANTING PLANS & SPECS • LOT LAYOUT & SALES MAPS  
SPACE RECOVERY PROGRAMS  
SITE EVALUATIONS & FEASIBILITY STUDIES

**RESPONSIVE SERVICES, CREATIVE SOLUTIONS**

**GW** GREVER & WARD, INC.  
CEMETERY PLANNERS  
2802 N. BUFFALO ST.  
ORCHARD PARK, NY 14127-1840

WWW.GREVERANDWARD.COM  
EMAIL: INFO@GREVERANDWARD.COM

PHONE 716-662-7700 FAX 716-662-0125 TOLL FREE 800-952-0078

---

# Articles for Sales Managers & Advisors

## **The Miracle of Personal Development** **By Jim Rohn**

One day my mentor Mr. Shoaff said, “Jim, if you want to be wealthy and happy, learn this lesson well: Learn to work harder on yourself than you do on your job.”

Since that time I’ve been working on my own personal development. And I must admit that this has been the most challenging assignment of all. This business of personal development lasts a lifetime.

You see, what you become is far more important than what you get. The important question to ask on the job is not, “What am I getting?” Instead, you should ask, “What am I becoming?” Getting and becoming are like Siamese twins: What you become directly influences what you get. Think of it this way: Most of what you have today you have attracted by becoming the person you are today.

I’ve also found that income rarely exceeds personal development. Sometimes income takes a lucky jump, but unless you learn to handle the responsibilities that come with it, it will usually shrink back to the amount you can handle.

If someone hands you a million dollars, you’d better hurry up and become a millionaire. A very rich man once said, “If you took all the money in the world and divided it equally among everybody, it would soon be back in the same pockets it was before.”

It is hard to keep that which has not been obtained through personal development.

So here’s the great axiom of life:

***To have more than you’ve got, become more than you are.***

This is where you should focus most of your attention. Otherwise, you just might have to contend with the axiom of not changing, which is:

***Unless you change how you are, you’ll always have what you’ve got.***

Thanks to Kirk Roberts (American Cemetery Services) for sharing this article.  
OCA Vice President

***“People are just like music;  
some speak the truth and others are just  
noise”***

# Welcome New Members

[Martin Trudeau/Sheldon Marsh](#)

**Carrier Mausoleums Construction USA Inc.**

**Portland, OR**

[Aaron Reininger](#)

**GroundsPro**

**West Chester, OH**

[Michelle Lacay](#)

**Crowne Vault/Cressy Memorial**

**Mishawaka, IN**

[Patti Lewis](#)

**Orange Township – Africa & Williamsville Cemeteries**

**Lewis Center, OH**





**SALEM STONES**  
the granite company

**COLUMBUS WAREHOUSE**  
4637A POTH ROAD | WHITEHALL, OH 43213 | TEL: 866.834.1219 | FAX: 866.400.1289

---

**GREAT DIRECT SHIPPING RATES TO LOCATIONS IN OHIO!  
\$110 PER PALLET WEIGHING UP TO 2200 LBS.**

We invite you to see what Salem Stones has to offer!

- Real-Time Online Inventory
- Wide Variety of Granite Colors
- Custom Contemporary Monuments
- Engraving and Etching Services
- In-Stock Traditional Styles
- Superb Customer Service



MONUMENTS



BENCHES



PERSONAL CREMATION



COLUMBARIA



MAUSOLEUMS





# ANNOUNCEMENT

Raymond Leach has returned to Coldspring Memorial Group and will manage sales in the Northeast and Eastern Canada.



**Huntington is a Federally Regulated National Bank and a Leading Preneed & Endowment Care Service Provider**

**Trustee • Depository**  
**Custody • Escrow Agent**  
**Investment Management**

**Our Dedicated Team of Professionals** specializes in providing solutions for investments and trust services exclusively to the funeral, crematory and cemetery industry.

**Toll Free: 866-737-4590**  
**Email: [funeralandcemeterytrust@huntington.com](mailto:funeralandcemeterytrust@huntington.com)**

Member FDIC. ● Huntington® is a federally registered service mark of Huntington Bancshares Incorporated. Huntington® Welcome™ is a service mark of Huntington Bancshares Incorporated. ©2017 Huntington Bancshares Incorporated.



**THIS MAY BE “THE YEAR TO REMEMBER” FOR SEVERE GRUB DAMAGE TO TURF!**

We are seeing lots of Japanese Beetles and Masked Chafer adults here in Central and Southern Ohio this year much earlier than in “normal “ years! We have also enjoyed a fairly wet summer, which is critical for grub larvae development. Combined together, we have a “Perfect Storm” brewing for huge grub populations and damage here in September and October! If you have not applied season long grub control products such as Meridian or Allectus, keep a careful eye on your turf for the next 2-3 months! If you find grub populations of more than 10 grubs per square foot within your lawn, you will need to use a curative insecticide such as Meridian, Aloft or Dylox. Get in touch with your local lawn and Landscape Professional with questions!



## **WORKERS' COMPENSATION GROUP RATING ENROLLMENT UNDERWAY FOR POLICY YEAR 2019**

If your organization is eligible to participate in the Ohio Cemetery Association's group rating program for workers' compensation, enrollment is now underway for the 2019 policy year.

Through our program administrator, CompManagement, members are evaluated for participation in our group rating program that allows for similar companies with a focus on safety and claims management best practices to be grouped together in order to maximize their premium savings potential. Group Rating discounts are as high as 53%, which is the maximum discount that is allowed by the Ohio Bureau of Workers' Compensation (BWC) for the upcoming 2019 policy year. The deadline to enroll is Monday, November 19, 2018.

If you are reviewing savings quotes from other programs, please make sure that you are examining them thoroughly to ensure that you are comparing similar discounts and service offerings. This important decision affects not only how much you pay in workers' compensation premiums, but also who will be handling any claims incurred by your injured employees.

### **Not Currently Participating in this Member Benefit?**

CompManagement offers a free, no-obligation evaluation to assist with your annual due diligence to compare discount opportunities and fees. This is an opportunity to compare TPA services and receive valuable account information including rating options, premium estimate and claims history.

CompManagement's experts will also offer suggestions for participation in programs that can be stacked together to maximize your savings.

### **2 easy ways to complete your request for a free evaluation**

- [1. Online Now](#)**
- 2. Call CompManagement's Customer Support Unit at 800.825.6755, option 3**

If your current third party administrator is not providing your organization with these alternative options, or elevating your service experience, consider enlisting the services of CompManagement, Ohio's leading workers' compensation administrator and take advantage of this tremendous member benefit offered by the Ohio Cemetery Association.



The OCA has just learned that the EMPOWER SOUND - "THE AMAZING AMP" will have a price increase October 1, 2018. This unit was used at the OCA Annual Convention and Field Day.



PROFESSIONAL, PORTABLE and POWERFUL sound for both inside and outside events.

Terrific size, price, and quality! Your answer to impressive sound is here".



## A GREAT SYSTEM, AT A GREAT PRICE

**\$397.00 - Special for OCA members extended until October 5, 2018**

**THE AMAZING AMP**  
By EmpowerSound

**Amazing Amp - Be Empowered!**  
Clear, Crisp No Nonsense Audio  
**YOUR SOLUTION TO BEING HEARD IS FINALLY HERE!**  
**POWERFUL, PORTABLE, PROFESSIONAL**  
**Call Steve Becker**  
**513-518-1570**  
TheAmazingAmp.com sjbecker1@gmail.com



The OCA has been invited to a “LUNCH & LEARN” day at **LINDSAY PRECAST** in Canal Fulton on Tuesday, October 9, 2018. Program will begin at 11:00 a.m.

LINDSAY PRECAST would like to share information about the history of their company as well as the production process & capabilities (strong focus around our Columbarium Niche product line).

They will provide lunch, a presentation about their company and then a tour of the production facility. **THERE IS NO CHARGE FOR THIS EVENT.**

If time permits and if the weather cooperates, we might be able to visit nearby locations in which their niches have been used and installed (Ohio Western Reserve in Rittman, Ohio and Ohio Veterans Memorial Park).

Hotels close to Lindsay office if you need overnight accommodations

Hampton Inn – Massillon, Ohio  
<http://hamptoninn3.hilton.com/en/hotels/ohio/hampton-inn-massillon-MSLOHHX/index.html>

Cambria Hotel & Suites Akron - Canton Airport Address: **1787 Thorn Dr. Green, OH 44685**

## Ohio Cemetery Association

Centerville Office  
219 Webbshaw Drive  
Centerville, Ohio 45458

(937) 885-0283 (Phone)  
[jburrowes@cemeterydata.com](mailto:jburrowes@cemeterydata.com)

[www.ohiocemeteryassociation.com](http://www.ohiocemeteryassociation.com)



*Toledo Memorial Park*



*Tod Homestead - Youngstown*

**NEW**

matthews

**A Lot Of Memorialization Options In A Compact Space**

Introducing **Matthews Memories In Bronze™** Space Saver Merchandising System with slide-out touchscreen

Personal Tribune

Designed to:

- Generate more sales - increased average sale price by 23%\*
- 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  
\*\* 56" wide with touchscreen open

Contact your Matthews Field Service Manager today at 1-800-628-8439

**Matthews**  
INTERNATIONAL