

OCA ALERT

OHIO CEMETERY ASSOCIATION | Caring professionals moving forward together

This is your first issue of **OCA Alert**, a new tool in our ability to communicate with our members and others. It is one of the outcomes of our recent membership communication study and implementation plan. Other forms are the soon-to-be unveiled **Links Library**, the beginning of a series of video talks and panels from industry experts and leaders from other walks of life who can benefit our membership. The first set of videos is from our **Spring Conference**, and they cover many topics of interest to you and your staff. We will also do the same thing at the upcoming **Annual Convention**. The **Links Library** is designed to provide pertinent information for both attending members and for those who cannot attend the conferences. We are also planning to expand our use of **Social Media**, such as **Facebook**, to communicate with you. And, we are looking into the possibilities of an **OCA Speakers Bureau** through which OCA leaders will be able to reach out to the outside world, such as Rotary and Lions Clubs, Chambers of Commerce, Media Groups, Historical Societies, Architectural organizations and Educational Institutions. Stay tuned.

* * *

Mark These Dates: Annual OCA Convention, July 31, Aug. 1 & 2 at the Hilton Garden Inn, Mayfield Heights, on the eastside of Cleveland. Details are being formed and we should have much more for you shortly. Watch for the next issue of **Alert**. Highlights will include the annual golf outing on July 31, keynote and expert speakers on August 1 as well as Field Day at Lake View Cemetery in the afternoon. The next day will feature breakout sessions addressing specific needs of township and municipal cemeteries, administrative, sales and operations for all those interested. **Many vendors** will show their products and services and easily be available for discussion throughout the three days. **We hope to see you there. This is going to be a good one!**

* * *

Quote of the Day: From **Bill Northrup**, former long-time principal of the technologically and socially progressive Worthington High School, and a noted national educator and motivational speaker, . . . **“I have always advocated that respect and kindnesses work two ways . . . in my case from principal and teacher to student and vice versa. That’s how to breed harmony and a cooperation that is infectious. And that’s how you get things done effectively. The same thing is true about you and your staff and your constituents – and always will be. It is the essence of constituent and customer care.”**

<http://ohiocemeterypress.com/>

May 5, 2017

###