
The New Englander

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THE OFFICIAL PUBLICATION OF THE

NEW ENGLAND CEMETERY ASSOCIATION

President
Dale Fiore
Evergreen Cemetery
New Haven, CT

Honoring the Past Serving the Present Preparing for the Future

www.newenglandcemetery.org

Editor: Dan R. Krueger
Beaverdale Memorial Park
90 Pine Rock Ave. New Haven, CT 06515
203.387.6601 fax 203.397.1517
drk@beaverdale.net

Secretary
Raymond Scholl
Milford Cemetery Association
Milford, CT

First Vice-President
Anthony Hollingshead
Swan Point Cemetery
Providence, RI

Treasurer
Barbara Brooks
Riverside Cemetery
Charlestown, RI

Second Vice-President
John Di Pietro
Knollwood Memorial Park
Canton, MA

PRESIDENT'S MESSAGE



Dear Fellow Cemeterians and Industry Suppliers of NECA, Spring has finally arrived and I know we are all certainly happy to have the winter behind us. Many of us have already begun to mow and prepare our grounds in anticipation of the Memorial Day Holiday. Since June of 2008, when I took office, I have attended state cemetery association meetings in Rhode Island, Connecticut and Massachusetts. I will attempt to visit the remaining state meetings during my term as Past President and nominating committee chairperson.

By now all of you should have received a copy of the 2009 Membership Directory and Resource Guide. Please review your listing including state association pages and the complete list of future meeting dates. This year 30 industry supplier companies have purchased advertising space to help with the cost associated with the production and distribution of the guide. Please take the time to research through the many supplier companies listed when considering purchasing equipment or services for your cemetery.

The New England Cemetery Association Annual Meeting and Conference will be held at the Radisson Hotel in Nashua, New Hampshire on June 29-July 2. Supplier demonstrations, informative talks and two off site tours are planned as well as a visit from Dr. Henry Lee, world renowned forensic investigative expert who will address the Association on Tuesday evening. Please review your conference registration packet and return to NECA and be sure to complete the hotel reservation to secure a room with the Radisson. This is certainly one NECA event that should not be missed.

In conclusion, I would like to say that it has been a pleasure to serve as your President over the past year and I thank the board and the entire membership for all of the support afforded me.

Respectfully Submitted,
Dale J. Fiore CCE





**NEW ENGLAND CEMETERY ASSOCIATION
107TH ANNUAL MEETING AND CONFERENCE
JUNE 29—JULY 2**

SPECIAL GUEST SPEAKER

DR. HENRY LEE

The legendary investigator is known for finding the tiniest clues. He has solved a murder without a body. Over the past 40 years Lee has assisted in the investigations of more than 6,000 cases including war crimes in Bosnia and Croatia, the suicide of President Clinton's former White House attorney, Vince Foster, a review of the John F. Kennedy assassination and the death of JonBennet Ramsey.



**MARKETING * FAMILY SERVICES * CREMATION FORUM
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TRIP TO LOWELL CEMETERY
ANNUAL GOLF TOURNAMENT**

STATE NEWS

Vermont: by Joy Fagan

As I write this, Vermont is experiencing unusually warm temperatures for April. The Vermont Cemetery Association regrets having to cancel a VCA meeting for the first time ever. By request of our members, the majority of our meeting was to have been presented by a gentleman from the Vermont Department of Insurance focusing on everything a cemeterian needs and wants to know about insurance for the cemetery and any cemetery boards. Unfortunately, at the very last minute, the speaker had to bow out due to an extreme family emergency. Sadly, there had been complications with the meeting earlier which VCA had overcome, but the cancellation by the main speaker at the last moment was just too much to overcome. The date had to be moved to a different week which turned out to be inconvenient to our membership which works best on a long-time, pat routine. With less than 2 days for another person to prepare a major program, the cancellation of our planned main program was the last straw. Of course members had to be notified. The insurance topic will be presented at another meeting.

Since this program was arranged long in advance and since there was no one at the Insurance Department who could fill the program on such short notice, we learned a good lesson about having back-up presenters no matter how firm a speaker's commitment may seem. Fortunately, our meeting was to be held at the Barber and Lanier Funeral Service, a good friend to VCA. Because of that, canceling at such a late date will incur no expenses for VCA.

The Vermont Cemetery Association is considering sending out Fact Sheets to its' members periodically when an important issue becomes timely. This would be a way to keep in contact with our members and also to let them know about vital cemetery information which otherwise might not reach them before the next newsletter or VCA meeting.

Massachusetts: by Bray Walsh

On April 8th, 2009, the Massachusetts Cemetery Association held its Educational Seminar and Annual Meeting at the John F. Kennedy Presidential Library and Museum in Boston, MA. Our Keynote Speaker for the day was John C. Metzler, Jr., Superintendent of Arlington National Cemetery, Arlington, VA.

The morning began with a continental breakfast, compliments of **Forest Hills Cemetery** and **Mount Auburn Cemetery**. Thank you to both cemeteries for their support. President George Milley introduced our Supplier Members in attendance with a special thanks going to those Supplier Members who were our Program Sponsors. Thank you again to **CHS Consulting Group; HMIS Advantage Enterprise Solution; Boston Computer Scanning; Murphy, Hesse, Toomey, Lehan LLP, Attorneys at Law; Matthews Memorial Products; Comak Brothers Landscaping; Means Precast; Hardy Doric Inc.; Casey & Dupuis; Alpha Associates, Marketing Consultants; GraVoc Associates Inc. and Watertown Engineering.**

At 10:00 AM, Keynote Speaker John C. Metzler, Jr., Superintendent of Arlington National Cemetery began his power point presentation followed by a brief video and a question and answer session. His topic was on the Past, Present and Future of Arlington National Cemetery.

Superintendent Metzler's program ran for two hours and it seemed to just fly by. The entire audience was captivated by his lecture and the photographs of the Military Funeral Honors, the Tomb of the Unknown Soldier, President John F. Kennedy's burial service as well as other Kennedy family members, the maintenance issues they face and dealing with four million visitors a year along with an average of 25 burials each day. There were many other topics discussed in his presentation and all who attended were extremely impressed with and interested in Arlington National Cemetery.

(Excerpted from the MCA newsletter)

The **2009 Membership Directory and Resource Guide** has been distributed. This year's book is an outstanding resource. Before you make any purchases for supplies, capital equipment, improvements or expansion you should consult the guide and the many companies illustrated within. These firms have supported your organization through advertisements within the guide and by attending and sponsoring many NECA and state association events. We need to return that support.

If you have not received your copy please contact the editor, Dale Fiore at 203-624-5505 or djfiore@evergreencem.org.

The Nominating Committee of the New England Cemetery Association presents the following individuals for your consideration for election at the 107th Annual Meeting of the Association.

President: **Anthony Hollingshead**, Swan Point Cemetery, Providence, RI
1st Vice President: **John Di Pietro**, Knollwood Memorial Park, Canton, MA
2nd Vice President: **Kevin Cody**, Mount Calvary Cemetery, Manchester, NH
Secretary: **Raymond Scholl**, Milford Cemetery Association, Milford, CT
Treasurer: **Joseph Swift**, Highland Memorial Park, Johnston, RI
Directors (3 years) **Edward Butland**, Boston Catholic Cemetery Association, Roslindale, MA
R. Braybrook Walsh, Lowell Cemetery, Lowell, MA
Director (2 years): **Craig Neal**, Catholic Cemetery Association, North Haven, CT
Pam Metzner, West Cemetery Association, Bristol, CT
Director (1 year): **Richard Sacca**, Holyhood Cemetery, West Roxbury, MA
Jack Cobill, Rural Cemetery, Worcester, MA
Immediate Past President: **Dale Fiore**, Evergreen Cemetery Association, New Haven, CT

The Nominating Committee consists of the last five most immediate Past Presidents. This year's committee included Mark Hemmann as Chair, Joseph Swift, George Boardman, Joy Fagan and Gerard Raymond.

Additional nominations will be accepted from the floor of the Annual Meeting provided they are presented in writing accompanied with the signatures of at least ten members.

National Updates—OSHA and FTC as reported in the ICCFA Wireless Newsletter. The Department of Labor's Occupational Safety and Health Administration (OSHA) has revised its "Field Operations Manual". This recently published 300 page document is used in the inspection of workplaces for compliance with OSHA standards. The field inspectors are required to review an employer's injury and illness log for the past three calendar years and is mandatory for all general industry, construction, maritime and agricultural inspections and investigations.

The new manual places an emphasis on the General Duty clause that requires all employers to maintain a workplace free of recognized, serious hazards. Reference is made to company memorandums, work safety rules and manuals and workers compensation reports. The OSHA manual is available on line at www.osha.gov/OshDoc/Directive_pdf/CPL_02-00-148.pdf.

The Federal Trade Commission staff recently issued an opinion that cemeteries are not covered under the Funeral Rule. While an earlier opinion published in October of 2008 stated that crematories selling urns are covered under the Rule. This opinion stated that "a cemetery would generally not be considered a 'funeral provider' because it only arranges or conducts final dispositions and does not prepare human remains for burial or other dispositions". A crematory that sells urns would fall under the Rule because it provided both "funeral goods and "funeral services".

The opinion went on to further state that generally the Funeral Rule does not apply to cemeteries there could be circumstances in which "commercial cemeteries are funeral providers and are obligated to comply with the Rule. For example, if a commercial cemetery provides "funeral services" and offers or sells "funeral goods" it would be obligated to comply with the Rule".

The advisory opinion can be viewed on the FTC Web site at ftc.gov/bcp/online/edcams/funerals/opinions/opinion09-5.pdf

MORE STATE NEWS

Rhode Island: by George Boardman

This is just a reminder that summer is around the corner and Wednesday, July 22nd will be our Annual Clambake. As many of you know, this event is special. It brings together all of our members and all of our suppliers along with guests from around New England for a day of sharing, learning and enjoyment. Registration information will be distributed very shortly and we look forward to seeing all of you there.

Sponsorships are still available. Please contact Enzly Ramsey at 401-258-3813 or Steven Douglas at 401-781-4600. For general information please call me, George B, at 401-723-1087. We hope to see you there!

“You miss 100 percent of the shots you never take.”

Wayne Gretzky

Connecticut: by Ray Scholl

The Connecticut Cemetery Association will hold its June membership meeting on Thursday, June 11th at Ristorante Cinzano’s in Fairfield. President, Ray Scholl will be presenting an interactive program involving five past presidents of the association.

During the course of our daily operations we always come across unusual situations that we must deal with. Ken Hedman, Pam Metzner, Dale Fiore, Mark Hemmann and Dan Krueger will be answering questions and making comments relative to these diverse industry issues in an open forum format.

Registration packets will be mailed shortly and as usual, we invite our associates from throughout New England to join us. For additional information please contact our Secretary/Treasurer, Martha Smart at 203-734-3577. We hope to see you there.

New Hampshire: by Jeff Snow

The weather cooperated for the NHCA Spring Meeting, April 15th. We gathered at Alan’s Restaurant in Boscawen and sipped coffee while Mike Horne, New Hampshire State Veterans Cemetery Director, gave a brief power point overview of his operation. We all carpooled a short way up the road to the cemetery where we met in the chapel and he continued to outline the cemetery. Then we were turned loose to stroll where we may and tour the grounds, buildings, talk to his employees, inspect the columbaria, observe an open grave, watch the rows of upright veterans stones being straightened and anything else we had time to do. It was a very informative and enjoyable spring day to get out in the cemetery. That was followed by lunch back at Alan’s. A good time was had by all. Thanks to Mike and his staff.

107th Annual Meeting and Conference

Time is of the essence! This year’s conference is right around the corner and your participation is required. Dale Fiore and the Board have worked very hard to provide you with an informative, educational program. Much of the program focuses on new products and services available to our industry. This includes a field trip to the Hardy Doric vault manufacturing facility as well as a private tour of Lowell Cemetery.

On Monday afternoon Past President Joe Swift will offer a program highlighting the “Family Services” offered at Highland Memorial Park. Joe emphasizes that no matter the size of your cemetery or the level of activity we all have an obligation to provide services that meet the needs of each family that comes through the gates. Following Joe will be our friend from New York. Charles Helly will share his experiences at the historic Flushing Cemetery and the recent additions he has undertaken.

As a special treat Dr. Henry Lee will be addressing the association on Tuesday evening. Dr. Lee is a world renowned forensic scientist who has worked on many recent high profile murder cases. He is very informative while being highly entertaining.

If you have not registered for the Annual Meeting and Conference please do so immediately. The cut off date with the hotel is Wednesday, June 1st to receive the low, guaranteed rate. Planning for the tours has to be completed so your prompt registration will be appreciated. If you have not received a registration packet please contact Ray Scholl at 203-874-8998 or ctcem@juno.com or Dale Fiore at 203-624-5505 or djfiore@evergreencem.org.

MEMBER PROFILE—ANTHONY HOLLINGSHEAD



Traveling north on Blackstone Boulevard the massive stone wall set off to your right immediately catches your eye. This is the first clue that you are approaching the gate to Swan Point Cemetery. Turning in you are immediately greeted by a lush, mature landscape that speaks of care and commitment. This is a theme that is repeated throughout the 200 acre cemetery.

Established on the east side of Providence in 1846 by Thomas C. Hartshorn, Swan Point was one of the first garden cemeteries in the United States. It was designed to be a peaceful, contemplative, consoling place; while visiting to remember family and friends or simply to enjoy the natural beauty. The rolling landscape consists of a variety of specimen trees, shrubs and intricately planted gardens. The cemetery borders the Seekonk River along its entire eastern border adding a peaceful, restorative background.

Recently Anthony Hollingshead graciously shared his experiences at Swan Point. After a 10 year career as a funeral director in Braintree, MA, Anthony was hired by Forest Hills Cemetery in Boston as a crematory operator, eventually becoming their Director of Operations. In 2005 he joined the team at Swan Point as Vice President, being appointed President in 2007. His varied experiences in the death care industry has positioned him well in guiding the staff at Swan Point in providing the varied services offered.

Swan Point is an active, full service cemetery with a total staff of about 30 employees. The cemetery has a crematory with a committal chapel, a state of art greenhouse and service building and a recently restored administration building housing administrative offices, a board room, a large chapel and a collation room. The 200 acre cemetery completes about 400 services each year in addition to 700 cremations. They offer an array of memorializing options including monument and flat marker burial sites, shared monument sites, community mausoleum and columbarium sites and gardens for burial and scattering.

In 2007 the Rosewood Mausoleum complex was completed. The complex consists of 1,000 crypts, a columbarium with 300 glass and marble front niches and an additional chapel for services. Swan Point's first community mausoleum, the Garden Mausoleum, offers both indoor and outdoor crypts in harmony with the sweeping lawns, majestic trees and seasonal flowers. The Garden Columbarium offers niches around the perimeter of a garden. There are also niches available in the exterior and interior of the Ivy and Cypress Columbaria.

In response to an inquiry about what Anthony found most satisfying about his leadership role at Swan Point he responded "I'm more inspired than satisfied with the level of enthusiasm and commitment that the employees have for Swan Point. It is a cemetery with a very high level of service and beauty. All of the employees give 100% of themselves to maintain the level of service to the community and care to the grounds."

Each year 5th and 6th graders from a local school are invited to Swan Point for an Arbor Day celebration. Following a walking tour of the cemetery several local arborists lead an interactive teaching and planting program. Each student actively helps plant a tree while learning about its care and environmental importance.

(see Anthony on next page)



(Anthony continued)

Swan Point also hosts an Easter Sunrise Service. The service started over 50 years ago, moving to another location within the city for a while but returning five years ago. Clerics from 5 Providence churches and over 100 parishioners gather at a scenic ravine overlooking the Seekonk River. Swan Point is also a favorite spot for garden clubs. A few years ago the cemetery was selected as the location of the Rhode Island Federation of Garden Clubs' Annual Meeting.

As a non-sectarian cemetery, Swan Point began by serving a predominantly Protestant community. Today that mix has come to include members of the Catholic and Jewish faiths as well as those with Armenian, Italian, Afro-American and Liberian backgrounds. The cemetery will continue to adjust the level or style of service in order to accommodate the various ethnicities moving into Providence.

Anthony grew up and continued to live in a small sea-side town just south of Boston. After his appointment at Swan Point he moved to Pawtucket so as to be closer to the cemetery. He is a member of the Rotary and a board member of the Blackstone Park Conservancy which works in unison with the city of Providence to maintain and enhance area parks.

Anthony has been active in both the Massachusetts Cemetery Association and the New England Cemetery Association. He is a past president of MCA having served as a director. He is the 1st Vice President of NECA and will be elected President at the 107th Annual Meeting with your support. Relative to his association experiences Anthony said "Being involved in the association, developing relationships with talented and capable peers, allows me to learn about the various elements of our work to which I might not otherwise be introduced. I feel that my knowledge of the industry and the success that I have experienced are a result of the relationships that I have been fortunate enough to have developed over the years. I now, more than ever, realize that assuming more responsibility in the organization is a sizeable commitment. But with that commitment and the support of other NECA members, you are privileged with the opportunity of making the association a better one".



One of the biggest challenges facing Swan Point today is educating the community on cremation and the associated memorializing options. "We need to lessen the belief that cremation is the least expensive choice and get people to understand the value of the appropriate memorial options". Anthony noted that in a more competitive market increased innovation will be required along with an even higher level of service to meet the needs of the community in the future.



It is not by accident that this place of serenity and dignity has remained so beautiful and focused upon its mission. Over the years the trustees of Swan Point have carefully chosen unique individuals to maintain the rich history while guiding the cemetery to meet the ever-changing needs and desires of the community. Through Anthony they have ensured that Swan Point will continue to prosper while protecting its rich history and upholding its heritage.



CALL OF THE ANNUAL MEETING

**THE 107TH ANNUAL MEETING
OF THE NEW ENGLAND CEMETERY ASSOCIATION
WILL BE HELD AT 9:00 AM ON WEDNESDAY, JULY 1, 2009
AT THE RADISSON HOTEL, 11 TARA BOULEVARD, NASHUA, NH
DURING THIS MEETING OFFICERS AND DIRECTORS WILL BE ELECTED.
(PLEASE SEE PAGES 1, 2 AND 5 OF THIS PUBLICATION FOR DETAILS)**

**PLEASE CONTACT RAYMOND SCHOLL, SECRETARY AT 203-874-8998 OR CTCEM@JUNO.COM
SHOULD YOU REQUIRE ADDITIONAL INFORMATION.**

