
The New Englander

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NEW ENGLAND CEMETERY ASSOCIATION

Honoring the Past Serving the Present Preparing for the Future

www.newenglandcemetery.org

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PRESIDENT'S MESSAGE



Dear Esteemed Colleagues,

I just put down a short read called *Grow Regardless* by Joe Mechliniski. It was a New York Times best seller back around 2013. I say “short read”, but like any bestseller on the topic, I found myself going back over many of Joe’s practical business suggestions. The three-part tagline on the cover below the title continues with *Of Your Business’ Size, Your Industry or the Economy...and Despite the Government!* Some of us might substitute *and Despite the Municipality!* Of course, there are also many that might admit or exclaim *With the Help of the Municipality!*

Nowadays, we can, for the moment at least (and I knock on wood), enjoy the goodness of a thriving economy. But are all our New England Association Cemeteries riding this wave of prosperity? I am sure there are many specific circumstances that prevent it – like over-spending elsewhere for example. Currently my own cemetery is benefitting from size, industry, and thankfully, the economy. I also feel that government, either locally or federally, has not intentionally stood in the way of our success, whether our broader missions align entirely.

When reading, and rereading, the good business suggestions identified within *Grow Regardless*, it was comforting to see that some of them clearly reinforced what we have done for years. There were also some not entirely obvious new approaches worth focusing on that would allow us (and you) to continue beneficial growth through a market downturn...*Regardless* of the three otherwise situational limitations. I highly recommend the book, and I would happily lend it to you, but I do want to keep rereading it myself.



SUPERINTENDENT POSITION AVAILABLE

The Milton Cemetery Trustees are seeking a Superintendent to direct the planning, operation and maintenance of its 104 acre historic garden cemetery. A background in cemetery management, horticulture, landscape design or building and grounds management is preferred. For full posting and application instructions, please contact info@miltoncemetery.com.

The Town of Milton Cemetery is located at 211 Centre Street, Milton, MA and is an Equal Opportunity Employer.

STATE NEWS

Connecticut: —submitted by Dan Krueger

The Connecticut Cemetery Association held its 76th Annual Meeting on October 11th at the Bacci Grill in Cromwell with over 65 members present. During the meeting the following persons were elected to serve the association for the next year:

President, Jeff Pelletier, Evergreen Cemetery, Watertown
Vice President, Maureen Crick Owen, Newtown Village Cemetery, Newtown
Secretary, Edward Jones, Pine Grove Cemetery, Ansonia
Treasurer, Martha Smart, Pine Grove Cemetery, Ansonia
Director, J.H. Torrance Downes, Cypress Cemetery, Old Saybrook
Director, Matt Flader, Mountain Grove Cemetery, Bridgeport
Director, Mary Anne Hawthorne, Cedar Hill Cemetery, Hartford
Director, Jeff Nolan, Central Cemetery, Brookfield
Director, Lisa Vaeth, Association of Jewish Cemeteries of Greater Hartford
Immediate Past President, Dale Fiore, Evergreen Cemetery, New Haven
Past President, Craig Fleming, Pine Grove Cemetery, Waterbury
Supplier Liaison, Kerry Ann Mullen, Mullen Construction
Supplier Liaison, Jeff Hardy, Hardy Doric
Supplier Liaison, Chris Gehrke, Cooperative Funeral Trust

After the business meeting the attendees were treated to a very informative and thought provoking presentation by Mitch Rose, President of Woodlawn Cemetery and the newly elected President of the Cremation Association of North America. In presenting “Cemetery Master Planning to Embrace the Rising Rate of Cremation” Mr. Rose used examples of how his 150 year old, 400 acre Bronx, New York cemetery has embraced the changing societal attitudes concerning final disposition. With the cremation rate above 50% and climbing, it is important that all cemeteries offer a wide variety of options to their families.

Mr. Rose stressed how even with limited available space a cemetery can create many meaningful spaces where cremated remains may be memorialized. This may include areas that were considered unusable due to topography or soil types. Mr. Rose also talked about having multiple price options. He stressed that you should not be afraid of high pricing as cremation is not a choice of the cheap consumer, but more likely the frugal consumer who is interested in value. With careful planning and an open mind you will be surprised at the number of options you can create.

49TH FREDERICK LAFFOND SEMINAR

By now you should be aware of the dates and the new location for the New England Cemetery Association's 49th Frederick R. Laffond Cemetery Management Seminar. As a reminder the dates are Monday, December 3rd through Wednesday, December 5th. The new and exciting venue will be the Public House Historic Inn in Sturbridge, MA.



Beginning on Monday afternoon Chair, David Boyle and Co-Chair, Mary Anne Hawthorne have arranged for a comprehensive program that will be informative and thought-provoking. We will hear from representatives from the Massachusetts Correctional Industries offering numerous products pertinent to cemeteries. Michael Stachowicz, turf specialist for the National Park Service, will share with us the challenges he faces in maintaining the turf in the National Mall and memorial parks. Also, Joe Swift will share with us his thoughts relative to family memorials creating an easement on your cemetery property.

On Tuesday the program will be varied focusing on the future. David Ward from Grever and Ward will discuss emerging trends in cemetery development. Joe Wilson, the leading expert in Alkaline Hydrolysis will explain the principles and process of this flameless cremation or water cremation process. Robbin Kelley will talk about the process she employed in the establishment of a pet cemetery and Gino Merendino will discuss his experiences in engaging his employees to better serve families. To end the day Poul LeMasters will turn our focus to the little mistakes that can become grave problems.

And as always, do not discount the value of the social time allotted to networking with your fellow cemeterians. It has been my experience while attending many of the previous Frederick Laffond Cemetery Management Seminars that I learned almost as much by talking and listening to my colleagues in the hospitality room as I did from the educational sessions. This is an opportunity for you to steal with your eyes and your ears.

Details are available on the association website, www.newenglandcemetery.org including the schedule



and registration form. It is only through your participation that this event will be a success and it is certainly the best tool you can avail yourself of to grow and improve your cemetery.

MEMBERSHIP DIRECTORY & RESOURCE GUIDE

NEW ENGLAND
CEMETERY ASSOCIATION



Membership Directory
& Resource Guide
2018

Debbie Allen Grover has resigned as the Year Book Editor. After producing this very valuable tool for our members for over 5 years Debbie has found that she just cannot dedicate enough time to produce this annual publication. So if you might be interested in undertaking this important task for NECA or if you know of anyone who might fit the bill please pass this on. We have a large network of friends and family. The right person is out there!

SEEKING: Someone for a short term, very part time job, December-March. Organized, comfortable with following up emails and phone calls, keeping lists, sticking to deadlines, keeping in touch with our publication designer. This job has very flexible hours; work from home. Helpful to know something of our industry. What's the job? Overseeing the annual NECA Membership Directory & Resource Guide! Contact me for details: jholman@mountauburn.org

