



NEW ENGLAND CEMETERY ASSOCIATION

October 20, 2023

Dear Members:

I hope you are enjoying your fall.

I am pleased to announce that the 53rd Frederick R. Laffond Cemetery Management Seminar has been scheduled for December 4 – 6, 2023 at The Publick House in Sturbridge, MA. We have some great speakers that will help us to stay relevant in this ever-changing world.

We will start on Monday, December 4th at 12:45 p.m. and continue with speakers and discussion all day on Tuesday, December 5th. We will close out the seminar with breakfast on the morning of Wednesday, December 6th.

Enclosed is the registration form and more details about the speakers and the topics.

Please note we have a change this year. Just like you do for the June conference, you will be responsible for booking your own hotel room at The Publick House. They are holding a block of rooms for our attendees at a cost of \$99 plus tax. Please call The Publick House to book your room and let them know you are part of the NECA seminar.

The Publick House, 277 Main Street (Route 131), Sturbridge, MA
Tel: 508-347-3313

When registering for this event, we would appreciate your emailing a copy of your registration form as soon as you can to Dan Krueger at neca1802@gmail.com. This will help in our continued planning. Please make your check payable to New England Cemetery Association and mail that with your registration form to:

Dan Krueger, NECA Secretary
158 Hoerle Boulevard, Torrington CT 06790

If you have any questions, please do not hesitate to contact me (river7bend@verizon.net or 401.596.2724) or David Boyle, President of NECA (DBoyle@chelmsfordma.gov or 978.250.5245).

We look forward to seeing you at the seminar!

Very truly yours,

Greg

Gregory Howard
Chair, Laffond Planning Committee
First Vice President, NECA

www.newenglandcemetery.org



**53ND NEW ENGLAND CEMETERY ASSOCIATION
 FREDERICK R. LAFFOND CEMETERY MANAGEMENT SEMINAR
 MONDAY, DECEMBER 4TH—WEDNESDAY, DECEMBER 6TH, 2023**

RESERVATION & REGISTRATION

COMMITTEE

Greg Howard, Chair ~ David Boyle ~ Pam Brown ~ Maureen Crick Owen

Name _____ Badge Name/Nickname _____

Cemetery / Company _____

Mailing Address _____ City _____ State _____ Zip _____

Telephone # _____ Email Address _____

Is this your first time attending this event? _____ YES _____ NO

Full Seminar (12/4-12/6) - meals, snacks, etc. DOES NOT INCLUDE HOTEL ROOM - YOU MUST BOOK THAT DIRECTLY WITH THE PUBLIC HOUSE - \$99 + TAXES Let them know you are with NECA. Tel: 508-347-3313	MEMBERS	NON MEMBERS *
_____	\$395.00	_____ \$445.00

Monday, December 4 (incl. dinner only)	_____	\$155.00	_____	\$205.00
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Tuesday, December 5 (incl. lunch only)	_____	\$160.00	_____	\$210.00
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Tuesday, December 5 (incl. lunch & dinner)	_____	\$240.00	_____	\$290.00
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* Non Member fees include 2024 membership to NECA (\$50.00)

If you plan on attending the full seminar, check either member or non-member price along with your dinner choice. If you plan to attend Monday or Tuesday's seminars or both days (without staying at the hotel), check the appropriate box. Dinner Monday evening is a buffet.

Choose one for Tuesday Dinner _____ Prime Rib of Beef _____ Orchard Chicken _____ Chef's Choice Vegetarian

PLEASE NOTIFY US IF YOU HAVE ANY FOOD RESTRICTIONS OR REQUESTS

Tuesday Dinner—Cocktail Attire Encouraged

DEADLINE for registration — November 20

Payment in full MUST accompany each registration
 (The only exception will be a purchase order from a municipal cemetery)

Make checks payable to *The New England Cemetery Association* (Federal ID #22-257-5156).

Send completed registration form and payment to:
 Dan Krueger, NECA Secretary
 158 Hoerle Boulevard, Torrington CT 06790

It would be appreciated if you would email your registration form as soon as possible to neca1902@gmail.com. Then please mail your check and hard copy of your registration to the above address. We appreciate your doing this as it will help us in planning for the event.



New England Cemetery Association

53rd Annual Frederick R. Laffond Cemetery Management Seminar

December 4 – 6, 2023

The Publick House, Sturbridge, MA

PROGRAM

Monday, December 4

11:30 – 12:45 p.m. Registration

12:45 – 1:00 p.m. Welcome Remarks & Introduction of First Timers

1:00 p.m. *Security and Cemeteries*

Presented by John Grennon, Director of Security & Business Development of [Lan-Tel Communications, Inc.](#)

Lan-Tel Communications has grown to be regarded as one of the premier structured cabling, security and IT infrastructure installation and integrations companies in New England. Mr. Grennon will talk about innovative solutions to our cemetery challenges, security and solutions for our industry.

2:00 p.m. *Cleaning and Restoration of Precious Headstones*

Presented by Jonathan Appell of [Atlas Preservation](#)

Learn from an expert on the basics of cemetery conservation. Mr. Appell will address common concerns in the preservation and maintenance of headstones and cemeteries.

3:00 p.m. Break

3:15 p.m. Introduction of Suppliers

3:30 p.m. *River Bend Cemetery-Cremation Garden Project*

Presented by Greg Howard, Superintendent of [River Bend Cemetery](#), Westerly, RI

Mr. Howard will walk you step-by-step through their recent Cremation Garden Project, including planning, site development, product selection, installation, as well as detailing the costs & estimated revenue from the project. This presentation will provide small and medium-sized cemeteries an excellent example of maximizing your available land, financial resources, and the ever-increasing cremation rate to continue generating substantial revenue, both in the present, and well into the future.

4:30 p.m. Free Time

6:00 p.m. Social Hour and dinner

Tuesday, December 5

7:00 a.m. Registration

8:50 a.m. Welcome Remarks

- 9:00 a.m. *Cemetery Expansion – Developing Your Next Section*
Presented by David Ward, President of [Grever and Ward, Inc.](#)
An overview of what to expect in expanding a new section, including planning stages, timelines, local requirements, site work bidding and finishing work.
- 10:00 a.m. *The Power of Branding*
Presented by John Rudolph, Owner of [Map Agency LLC](#)
Map Agency is a strategic brand and graphic design agency. Learn from Mr. Rudolph how to demand attention in a radically competitive landscape.
- 11:00 a.m. Morning Break, Supplier Introductions and State Updates
- 11:30 a.m. *Proactive Prevention in the Deathcare Industry – Part I*
Presented by Poul Lemasters, Esquire of [Lemasters Consulting, LLC](#)
Mr. Lemasters uses his unique background in both deathcare and law to provide resources and counsel to other deathcare professionals. He will speak to such topics as risk management, daily operational conflicts, form and contract reviews and regulatory matters.
- 12:30 p.m. Lunch
- 1:30 p.m. *Proactive Prevention in the Deathcare Industry – Part II*
Presented by Poul Lemasters, Esquire of [Lemasters Consulting, LLC](#)
Mr. Lemasters will continue his discussion from before lunch.
- 2:30 p.m. *Interactive Strategic Planning*
Presented by Vince Roberge of [Johnson Consulting Group](#)
Strategic planning is the process used to prioritize and align efforts, effectively allocate resources, and ensure your goals are backed by data and sound reasoning. A large shortcoming in executive operations is not failing to meet our goals, but in not defining them, or setting our mark too low and only achieving what we were aiming for. Learn how you can effectively develop your ongoing strategic planning process so you can rise above and be one step close to the goal of your exit plan.
- 3:30 p.m. Break
- 3:45 p.m. *Questions, Quandaries and Conundrums - Ask the Experts*
Questions and discussion with and among our cemeterians and supplier partners.
- 4:30 p.m. Free Time
- 6:00 p.m. Social Hour and Dinner

Wednesday, December 6

- 7:00 a.m. – Breakfast and Farewells
9:00 a.m.