

**NECA Annual Meeting and Conference**  
**June 20 through June 23, 2022**

**SPEAKERS**

**Gary Freytag, President and Chief Executive Officer of Spring Grove Cemetery and Arboretum, Cincinnati, OH**

Modern Cemetery Development:

Customer needs continue to evolve, and cemeteries must adapt their product offerings to meet these preferences. Cemeteries must also balance aesthetics with density and revenue generation. Gary Freytag has traveled extensively through North America to see the most effective design concepts in a variety of markets. He will share Spring Grove's long-term approach to cemetery development and how its approach has evolved to embrace several common principles that appeal to the needs of the cremation customer.

**Rob Carroll, Technical Advisor, Technical Solutions LLC, Rockland, MA**

Cybersecurity:

While often heard mentioned in the news, what exactly does cybersecurity and a breach of cybersecurity mean? Learn about types of cyberthreats that can impact you and your cemetery, how they're delivered, how to avoid them, and what to do if you are the victim of a cybersecurity attack.

**Wreaths Across America (speaker to be announced)**

Wreaths Across America coordinates wreath-laying ceremonies at more than 2,500 locations across the United States, at sea and abroad. This program will provide a "behind-the-scenes" look at how this is accomplished; learn how you can support the initiative and also become a Location Coordinator for a cemetery in your area.

**Stephen Chiavaroli, GIS Manager, Mount Auburn Cemetery, Cambridge, MA**

GIS Mapping: A follow-up to the December NECA Laffond Seminar, join us as Stephen Chiavaroli provides an update to the on-going GIS mapping project underway at Mount Auburn Cemetery.

**Visit the New Hampshire State Veterans Cemetery – Transportation provided**

Established in 1997; the New Hampshire State Veterans Cemetery encompasses 104 acres, of which 14 acres is currently developed. Join us to learn about this relatively new cemetery, and their commitment to provide a dignified resting place for all veterans and their eligible dependents. An interesting fact for everyone, the New Hampshire State Veterans Cemetery was the first state cemetery east of the Mississippi River to allow the interment of nonresident veterans.

**A Monumental Task: Roundtable Discussion, Granite Memorial Maintenance**

As the saying goes, "Written in Stone" implies permanence. Both beautiful and (sometimes) vexing, granite memorials abound at all of our cemeteries. Join us for a discussion of best practices, mistakes we've learned from, and the chance to ask questions for group discussion. If there's a specific topic you'd like discussed, please email your suggestion to the New England Cemetery Association's email at [neca1902@gmail.com](mailto:neca1902@gmail.com).