

The New Englander

2022 WINTER EDITION

THE OFFICIAL PUBLICATION OF THE

NEW ENGLAND CEMETERY ASSOCIATION

President
Mary Anne Hathorne
Cedar Hill Cemetery
Hartford, CT.

Honoring the Past

Serving the Present

Preparing for the Future

www.newenglandcemetery.org

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PRESIDENT'S MESSAGE



Dear NECA Cemeterians:

Thank you for the privilege to serve as President of the New England Cemetery Association for the 2021-2022 term. Over the past 20 months, we have faced challenges that can only be defined as unprecedented. As cemeterians, we have been required to respond to the ongoing pandemic on a daily basis. Keeping our staff and cemetery community safe required all of us to make decisions and changes that often were not easy, particularly when these changes impacted the families we serve. The ability to reach out to each other during this period, whether to have an exchange of ideas or keep abreast of guidelines and regulations, exemplifies the shared community attitude of cemeterians. The support we have provided and continue to provide to each other is something we

can all be proud of.

I would like to extend a special thank you to David Boyle for his willingness to serve a 24-month term as President. As many of you may recall, Dave had arranged for the 2020 Annual Meeting & Conference to take place at Mills Falls at the Lake/Church Landing in Meredith, NH. Thanks to Dave's efforts, the venue has agreed to host the 2022 Annual Meeting & Conference. I look forward to the conference and hope you'll be able to join us June 19th – June 23rd in Meredith, NH.

First Vice-President Kelly Perry recently chaired the 51st Annual Frederick R. Laffond Management Seminar at the Publick House in Sturbridge MA. From an excellent line-up of speakers to the hospitality of the Publick House, the event was a resounding success. Thank you, Kelly, for making this event happen! I would also like to congratulate Kelly for earning her designation as a New England Certified Cemetery Professional. Kelly was recognized at the seminar for her success in this endeavor.

Following in the footsteps of past presidents, I would like to continue to have a representative of NECA's Board attend individual state functions. Whether it be an annual meeting or supplier's meeting, please keep us informed. The NECA Board will do their best to have a member present at your event.

Recent revisions made to NECA's website provide for current information that is regularly updated. I hope you'll take advantage of this to stay informed and in touch with the New England Cemetery Association.

Wishing you all the best in the upcoming year. Stay safe and be well.

Mary Anne Hawthorne
NECA President



2021 MANAGEMENT SEMINAR IN REVIEW

Providing you with a *snapshot review* of the topics from the 2021 Fred Laffond Management Seminar to give you an idea of what was covered in the event you were not able to attend— invaluable information to help you in your role as a Cemeterian— Plan on joining us at next year's 2022 Management Seminar—

Cremation: Applying New Trends to Generate Opportunity— Linda Jankowski from WebCemeteries spoke— she comes with technology and Cemetery Management experience in the Midwest. “ I enjoy being part of an industry answer that provides a meaningful experience to the consumer and closes the gap on a software solution that checks every single box. Without my cemetery experience, I would never have known the difference”

Crematory Projects, from Concept to Reality:

Christine Toson CCE, is President/CEO of the Tribute Companies, Inc., based out of Hartland, Wisconsin— she is a 4th-generation Cemeterian.

Negative to Positive- Stuart Irwin is the CEO of Biondan USA. He is responsible for sales and marketing of Biondan Products in the US. He has a varied background and is active in the Cemetery and Funeral Industry.

In-House vs. Out-Sourcing: Possible Solutions to your Labor Needs-

Don Winsett from The Davey Tree Expert Company spoke- he has a 30 year history of work with the green services industry and a pacesetter thought leader—

Offering Natural Burial in your Cemetery was the topic of Candace Currie's session— She previously worked at Mt. Auburn and last two years volunteered as the cemetery compliance specialist for the Green Burial Council

Environmentally Friendly & Sustainable Turfgrass for New England Cemetery Operations- Victoria Wallace serves as a State Extension Educator of Sustainable Landscapes for UCONN.

NECA's past Presidents, Patrick Healy, Anthony Hollingshead and Steven Chiavaroli, a certified GIS Professional & GIS Manager at Mt. Auburn, spoke about the **Practical Applications of Green Burial in Existing Cemeteries**

A Practical Approach for Prioritizing Monument Preservation was the topic by Gus Fraser, who is VP of Preservation and Facilities at Mt. Auburn.

Cemetery Trees, Risk Tolerance, Responsibility— Doak Marasco a manager with Strategic Partnerships with Davey Tree Expert Company talked about..... Doak's experience as an operations manager, urban forester and Board Certified Master Arborist addressed a need that affects many cemeteries.

After Care; Growing Pre-Need Sales- Linda Jankowski from WebCemeteries addressed this topic.

INFORMATION WORTH READING ABOUT:

<https://www.ctpublic.org/environment/2021-06-21/rise-in-cremations-opens-unused-cemetery-space-to-new-solar-projects>

Copy Link into your browser.....

Quite an interesting Article— Gives one something to ponder.....Thanks Charlotte!

CALLING ALL ACTIVE NECA MEMBERS!!!

Have you ever considered serving on the Board of Directors of The New England Cemetery Association? If so, now is your chance to let us know prior to the Annual Meeting and Conference in June.

Please contact Nominations Chair
Dave Boyle at
Dboyle@townofchelmsfordma.gov



NECA Membership Benefits

Professional Recognition—Shared Knowledge—Answers to Questions

Broader Access to Resources

Industry Links to Vendors & Cemeterians

Added Value to your Board of Trustees & Cemetery Associations

Opens Doors to National & International Cemetery Associations

Know a New England Cemeterian who isn't a NECA member? Have them Get in touch with Dave Boyle, NECA Membership Chair—send him an email at DBoyle@townofchelmsfordma.gov

PLEASE NOTE: Based on feedback from our members, the NECA Board of Directors made a change to member benefits. A member who is unable to attend either the Laffond Seminar or Summer Conference may send another individual from the cemetery in their place, without incurring the non-member fees.

SUPPLIERS EXPO: The CCA board met recently and made the decision to postpone the March Supplier's Expo out of an abundance of caution, as many similar events are being postponed. It was originally scheduled for March 17th. We talked about using our June summer meeting date as the replacement date for the Expo, which we all thought was a fine idea. That's a busy month, but we'll be able to meet outside. We'd like our members and suppliers thoughts on this shift in plans. We haven't chosen the specific date or the location, but we're looking to do it outside. A key question would be, how would something like this work for you our suppliers? It would mean bringing tables, and for those of you with pop-up tents, possibly bringing those along as well. Since this is the event to showcase our suppliers, we'd love to hear if you think this would work, or if you have concerns, what those concerns might be. We're flexible and looking for ideas! If you would, email CCA President Maureen Crick Owen at maureen-crickowen@gmail.com with your thoughts. We want to get our committee working on this soon, so suggest away! Thank you.

NEWSLETTER: We have launched our monthly newsletter and the first issue was emailed on January 3rd. We received great feedback on our first issue.

Massachusetts: The Massachusetts Cemetery Association held its annual Suppliers Day Expo in September, our first in person event since 2019, it was great to see all our Suppliers and Cemeterians back together. We are planning for a Cremation Round Table Meeting in February, please watch our website and emails for updates.

The 2022 Massachusetts Cemetery Association Annual Meeting will be held April 8 at the Renaissance Place Hotel at Patriot Place in Foxborough MA, please check the MCA website for all the details as they become available.

2022 MCA Cemetery and Supplier Membership renewal forms have been emailed and mailed out, they are also available on the website,
www.macemetery.org

The MCA Board of Directors is always looking for new directors, if you have any interest in serving please contact us by email at info@macemetery.org or you can contact our Chair of the Nomination Committee Angela Snell by email

Rhode Island



Cemetery Turf Management Seminar

Technology
Research
Innovation

WHEN
March 8th
2022
8 am - 5 pm

WHERE
Rhode Island
Convention Center
Providence, RI

JOIN US

Mission

- To build awareness of the latest research and maintenance advances
- To build on the professionalism of cemetery operations management
- To foster new avenues of communication for cemetery management professionals

1-401-841-5490
<https://www.nertf.org/about-3>

20th Anniversary
NEW ENGLAND
REGIONAL
TURFGRASS
FOUNDATION
ESTABLISHED 1972

Vermont: Submitted by Patrick Healy

All is quiet on the Cemetery front in Vermont!

Happy New Year to all....

New Hampshire: Nothing to report

Maine: Nothing to Report

NECA is guided by a Board of Directors which is elected every year at the Annual Meeting and Conference. Serving on the current Board are:

- President: Mary Anne Hawthorne – Cedar Hill Cemetery, Hartford, CT
- 1st Vice President: Kelly M. Perry – Swan Point Cemetery, Providence, RI
- 2nd Vice President: Vacant
- Secretary: Dan Krueger – Beaverdale Memorial Park, New Haven, CT
- Treasurer: Joseph Swift – Highland Memorial Park, Johnston, RI
- Director: Todd Frederick – First Parish Cemetery, York, ME
- Director: James Holman – Mount Auburn Cemetery, Cambridge, MA
- Director: Gregory Howard – River Bend Cemetery, Westerly, RI
- Director: Maureen Crick Owen – Newtown Village Cemetery, Newtown, CT
- Past President Director: Patrick Healy – Green Mount Cemetery, Montpelier, VT
- Past President Director: Robbin Kelly – Town of Harwich, Harwich, MA
- Immediate Past President: David Boyle – Town of Chelmsford, Chelmsford, MA



Beautiful Ambiance of the PublicK House in Sturbridge Mass for the 51st Annual Frederick R. Laffond Management Seminar

2021 FREDERICK R. LAFFOND MANAGEMENT SEMINAR PICTURES



CT Members Attending



Harwich Mass Attendees

Dinner Attendees



Kelly Price— Award with President
Mary Anne Hawthorne



Great ability to Network!

2021 FREDERICK R. LAFFOND MANAGEMENT SEMINAR PICTURES

Past Presidents and Current Presidents in attendance



Rhode Island Attendees



Massachusetts Attendees



NECA/CEMETERY MANAGEMENT SEMINAR: This past December, The New England Cemetery Association hosted it's 51st Frederick R. Laffond Cemetery Management Seminar at the Public House in Sturbridge, MA. Connecticut had a strong showing of support and those in attendance were treated to two full days of engaging seminars, great conversation, networking and some much needed fun. With this year's theme, "Moving Forward Through Uncertain Times", host Kelly Perry was able to schedule some fantastic speakers who were attentive to the struggles and solutions of modern issues that a majority of cemeteries are dealing with today. We hope in the future that more members of the Connecticut Cemetery Association can join in this educational & engaging seminar.



Calendar of Events



Annual Meeting Site June 2022

Materials will come out in the spring of 2022