

The New Englander

2023 JAN/FEB

THE OFFICIAL PUBLICATION OF THE

NEW ENGLAND CEMETERY ASSOCIATION

President
Kelly Perry
Swan Point Cemetery
Providence, RI.

Honoring the Past Serving the Present Preparing for the Future

www.newenglandcemetery.org

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PRESIDENT'S MESSAGE



Happy New Year NECA Cemeterians, Suppliers and Friends,

Winter is the perfect time to get organized for the year ahead, including renewing your membership in the New England Cemetery Association.

If you have already renewed through your state association – Thank You!

The NECA was established in 1902 for the purpose of gathering and sharing information in order to educate its members in all aspects of the operation, maintenance, and management of New England cemeteries.

The benefits of your 2023 membership include:

- The Frederick R. Laffond Management Seminar, being held this year December 4–5– 6 at the Publick House in Sturbridge, MA
- Networking with other cemetery professionals and Supplier members from the 6 New England states to share ideas and gain knowledge from each other
- The New Englander Newsletter
- Membership Directory and Resource Guide updated each year
- Annual Cemetery Conference and Annual Meeting, offering educational programs, networking and Suppliers Expo, to be held June 19 – 21, 2023 at Concord's Colonial Inn, Monument Square, Concord, MA.

Updated Website with current industry information along with links to cemeterians and suppliers.

I look forward to your continued support of the New England Cemetery Association. Please be sure to include or update all your contact information on any renewal forms (Cemeterian or Supplier), especially email addresses so we can keep in contact with you throughout the year.

Sincerely,

Kelly M. Perry, NECCP
NECA President



52ND ANNUAL FREDERICK R. LAFFOND CEMETERY MANAGEMENT SEMINAR

The 2022 Fred Laffond Management Seminar had a theme of **“Back to Basics,”** and featured a diverse group of speakers covering topics relevant to today’s Cemeterians. For those of you that were unable to attend, here is a brief review of the speakers and their topics. Also, the power point presentations of all speakers are available upon request.

Barbara Kemmis, Executive Director of CANA, gave a 2-part lecture on the CANA’s latest consumer research, which was conducted by Harris Insights & Analytics. In part one, Ms. Kemmis discussed data regarding the number of cremated remains being held in US and Canadian households, and the plans of these families for permanent placement. In part two, Barbara was joined by Scott MacKenzie, President of MacKenzie Vault Inc., to discuss the aspects of the consumer research related specifically to cremation memorialization.

Expanding on the topic of cremation memorialization, Ray Leach (Cold Spring), Rob Baker (Mathews), and Bill Wilson (Watertown Engineering) worked together on an excellent presentation which covered cremation burial and memorialization, including information about all of the newest products, best placement of the products, and the best practices for selling these products to families.

Doak Marasco, Manager of Strategic Partnerships for The Davey Tree Expert Company, discussed the best management practices for tree care and turf in order to promote sustainability. Mr. Marasco explained how plants can add value to a landscape, how to create awareness of the value of a healthy landscape, and how climate change is impacting the management of sustainable landscapes.

Keeping with the topic of landscape maintenance and sustainability, Warren Leach, co-owner of Tranquil Lake Nursery, outlined the advantages of using ground covers as an alternative to grass, highlighting energy savings, labor efficiency and an improved visual aesthetic. A variety of other relevant topics were also covered.

Hayden Burrus, President of HB Actuarial, outlined the process and benefits of using a 100-year Perpetual Care Fund analysis to predict the likelihood that your perpetual care fund will stand the test of time.

Brennan Regan, Agency Principal at Regan Agency, Inc., covered insurance topics of interest to cemeteries including Certificates of Insurance, additional insureds, risk transfer, cyber liability, and what are the most common claims and how to prevent them.

Ashlynn Rickord Werner, of Plot Box, discussed expanding public awareness of the significance of cemeteries and how they can serve as educational resources for their communities. The seminar concluded with an incredibly informative “Ask the Experts” panel, consisting of David Boyle (Town of Chelmsford, MA), Joseph Cavallaro (Swan Point Cemetery, RI), Patrick Healy (Green Mountain Cemetery, VT), and Dan Krueger (Beaverdale Memorial Park, CT) as panelists, and facilitated by Pam Brown. Attendees asked questions and shared anecdotes, and in turn, the panelists shared their wealth of knowledge gained over decades of experience.

For those of you that attended, we hope that you learned a few things that will be helpful going forward, and that you also had a great time as well. For those of you that could not attend, we sincerely hope you will join us in 2023!

THE NEW ENGLANDER

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

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 if you are interested in getting involved in the future!

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 Mary Anne Hawthorne NECA Membership Chair—send her an email at mhawthorne@cedarhillcemetery.org



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.

Pictures from the NECA Fred Laffond Seminar 2022



January 2023 Massachusetts Cemetery Report for the New Englander

The Massachusetts Cemetery Association will be holding its ANNUAL MEETING & EDUCATIONAL SEMINAR APRIL 7th at the Renaissance Hotel at Patriot Place. We are currently in the process of putting the meeting together, Supplier Showcase tables will be available for this event, please watch our website for updates, www.macemetery.org

The 193rd General Court of the Commonwealth of MA Legislative Session is underway; we are awaiting the new bills to be filed and numbered. Any bill that pertains to our cemeteries and crematories will be closely watched, amongst the bills expected is a bill regarding the process of Alkaline Hydrolysis. The MCA Legislative committee In conjunction with our Lobbyist will be meeting in March to review them.

The New Hampshire Cemetery Association Board will be holding their annual Spring meeting at The Derryfield in Manchester, NH the morning of April 13th. If you are interested in attending, email nhcemetery@gmail.com for a meeting registration form.

The Association is currently underway with CY2023 membership drive and conducting a periodic survey of members' cemeteries (50 questions). The last survey was done in 2019:

Rhode Island Cemetery Association News

On December 20, 2022 the RICA held a meeting at the Rhode Island Veterans Memorial Cemetery in Exeter, RI. The meeting featured a local representative from Wreaths Across America to explain the history and operations of the WAA organization. Attendees were treated to a tour of the grounds and witnessed the grand Wreaths Across America display first hand.

To learn more about participating in Wreaths Across America visit their

website <https://www.wreathscrossamerica.org/>

The Spring RICA meeting will be held Wednesday, April 12 at 12pm. At Karin Sprague Stone Carvers, 904 Tourtellot Hill Rd. Scituate, RI, 401-934-3105

Lunch and studio tour to follow the meeting. fee of \$25. per person .

Pre registration required. RSVP to ricemeteryassociation@gmail.com



Job Opportunities in New England Cemetery Association

website— <https://newenglandcemetery.org>

Massachusetts:

- Horticulturist at Mt. Auburn Cemetery Organization
- Cemetery Maintenance Craft Workers/Special MEO. City of Cambridge Department of Public Works
- Business Agent/Superintendent— Employer: Boston Catholic Cemetery Association (BCCA)
- People and Cultural Manager at Mt. Auburn Cemetery
- Grants and Communications Manager at Mt. Auburn Cemetery
- Town of Plymouth— Superintendent of Cemeteries and Crematory

Connecticut Cemetery Association News

The 2022 NECA Laffond Cemetery Management Seminar was held at The Publick House in Sturbridge, MA on December 5-7, 2022. Connecticut was well represented at this event. In attendance were: Doak Marasco, Lisa Vaeth, Anthony Puglisi, Mary Anne Hawthorne, James Randall, Maureen Crick Owen, Chris Gehrke, Pam Brown, Hector Santiago and Dan Krueger.

CCA Suppliers Expo - March 16th

The Connecticut Cemetery Association is pleased to announce that it will hold its annual Suppliers Expo on ***Thursday, March 16, 2023 at Casa Mia at the Hawthorne*** located in Berlin, Connecticut. We had said in a prior e-newsletter that the Expo was going to be held at Aqua Turf. The venue has changed since that announcement. We hope you can join us. The suppliers will exhibit products and services throughout the morning. This gives everyone a chance to learn about our various supplier members, discuss with them any questions you may have and possibly hire them for any upcoming needs you may have at your cemetery. The details are:

Expo Date: Thursday, March 16, 2023
Location: Casa Mia at the Hawthorne, 2421 Berlin Turnpike, Berlin, CT
Time: 9:30 – 10:30 a.m. - Registration and Expo Opens (Coffee & Pastries)
10:30 – 11:30 a.m. - Supplier Demonstrations
11:30 – 12:00 p.m. - Expo remains open
12:00 – 1:00 p.m. - Lunch

[Click on Link below to register by February 24th](#)

[CCA Cem Member Reg Form 2023.pdf \(mcusercontent.com\)](#)

Please complete the registration form and return same with your check by no later than ***February 24, 2023***.

More Pictures from the Fred Laffond Management Seminar 2022

Good morning all,

I just wanted to take a minute and thank the Board of Directors for two things.

First, I would like to thank the Board for putting together a great event. I personally thought it was great mix of informative speakers. The feedback I received while talking to attendees, and especially some first timers, was more of the same – definitely a worthwhile event.

Second, I would like to thank the Board for inviting me to speak. I truly believe that those of us who have been taught much and have learned much over out time in the cemeteries have an obligation to help others and spread that which we have learned – both our successes and our mis-steps. While I had to cram a lot into my 25 minutes, I received some great feedback!

Many attendees came to my table/work station in the back to scan the QR code and sign up for Cemetery Pros on Facebook

Others came and picked up a copy of my book “TURNING PRE-NEED LEADS INTO PRE-NEED SALES”

One cemetery even asked me to come and speak to their staff

All of these are great opportunities to help others learn and grow.

Once again, I thank you all for the time and effort that you put into these events and I apologize if I omitted any board members from this email or anyone who was instrumental in putting this event together.

All my best,

ROBERT BAKER





NEW ENGLAND CEMETERY ASSOCIATION

Save the Date:

NECA Annual Meeting & Conference

June 19-21, 2023

Colonial Inn

48 Monument Square

Concord, MA.

At the end of June each year NECA hold its **Annual Meeting and Conference**. The location for this multi-day event varies from year-to-year so as to involve all 6 New England states. As with the seminar, programming provided is germane to today's cemetery. The event always includes an industry supply show

