

# Spotlight Review

## President's Report

By: Caroline Seibold Smyth

I would like first to thank Steve Gillespie for his dedication to the position of President of the Virginia Cemetery Association. Under his leadership we saw our Sales Seminar expand by leaps and bounds, our legislative committee backed with an impressive showing of members for key legislative issues at the General Assembly of Virginia and our Spotlight magazine enhanced by his call to honor our Faithful Suppliers in the Supplier Spotlight issue which offered each supplier free space to profile themselves and their product line. Next I would like to thank our Suppliers and VCA attendees for a successful 62<sup>nd</sup> Annual Meeting in Virginia Beach, with-

out your support we would not be able to offer these valuable programs. Finally, I want to thank Diane Munn and her staff for their devoted behind the scenes logistics effort that makes it all work.

It is hard to believe that 2010 is almost over but as we move into the New Year we look forward to a continued commitment by the VCA to educate, enhance and embrace our membership. Our programs committee has been hard at work on the Spring Sales Seminar to fulfill that commitment to our membership to offer quality programs. We are awaiting what we hope will be a

slow legislative session this year and we continue to add enhancements to our membership offerings. Details of our newest partner, Optima Health can be found within this issue or on the website with a new feature, direct link. Continuing to service you our members is our key goal and we take this seriously. I look forward to my service to you and the VCA.

Respectfully,  
Caroline Seibold Smyth  
President  
VCA

## Virginia Cemetery Association

Founded 1948

December 2010

### Special points of interest:

- *VCA Board of Directors*
- *Legislative Update*
- *Sales Opportunities*
- *5 Steps to Sales Success!*
- *Optima Health Information*

## VCA Member Emails

By: Joseph Morris

Hello fellow Virginia Cemetery Association members, your association is working hard for you every day. We are working with state law makers to protect the interest of both our cemeteries and the families that own property in them. We are putting together some of the most innovative training that this industry has ever seen. We are constantly looking for ways to better serve our members. One way we can do this is to be able to better communicate with you. In today's fast paced world, information is vital. The faster we can provide that information to you, the faster you can use it to make decisions for your business. In an effort to be able to

provide information in a timelier manner than snail mail, we would like to be able to e-mail our members to.

Not only will this allow for better and quicker communication, it will also cut down on the associations mailing cost and allow us to use those funds in much more productive ways that will benefit our membership. We would ask you to please provide your current e-mail address to [dimunn@asscmgmt.com](mailto:dimunn@asscmgmt.com). Thank you for your continued support and we look forward to hearing from you.

Joseph Morris  
VCA Vice President



### Spotlight Review

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# Virginia Cemetery Association Officer & Directors

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 Stafford Memorial Park  
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**1<sup>st</sup> Vice President:**

Joe Morris (2013)  
 Westhampton Memorial Park  
 10000 Patterson Ave.  
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**2<sup>nd</sup> Vice President:**

Angela Byrum (2013)  
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 P.O. Box 980  
 Lightfoot, VA 23090  
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 Fax: 757-565-4707  
 Email: [abyrum@williamsburgmemorialpark.com](mailto:abyrum@williamsburgmemorialpark.com)

**Secretary:**

David Gilliam  
 Hollywood Cemetery  
 412 S. Cherry Street  
 Richmond, VA 23220  
 Phone: 804-648-8501  
 Fax: 804-644-7345  
 Email: [info@hollywoodcemetery.org](mailto:info@hollywoodcemetery.org)

**Treasurer & Director:**

Mike Doherty (2014)  
 Fairfax Memorial Park  
 4010 University Drive, Suite 102  
 Fairfax, VA 22030  
 Phone: 703-267-6880  
 Fax: 703-267-6882  
 Cell: 703-608-5888  
 Email: [mikedoherty@att.net](mailto:mikedoherty@att.net)

**Immediate Past President:**

Steve Gillespie  
 Stewart Ent / Highland Memory Garden  
 300 North Kanawha Street, Suite 101  
 Beckley, WV 25801  
 Phone: 304-552-6967  
 Fax: 304-254-3258  
 Email: [sgillespie@stei.com](mailto:sgillespie@stei.com)

**Co-Supplier Representative:**

Mike Ash  
 Matthew International  
 1315 West Liberty Ave.  
 Pittsburgh, PA 15226  
 Phone: 304-288-6558  
 Fax: 412-571-5638  
 Email: [ash@matw.com](mailto:ash@matw.com)

Jackie Harper  
 Roland Vaults  
 1159 Harmony Road  
 Norfolk, VA 23502  
 Phone: 757-466-8800  
 Fax: 757-461-1835  
 Email: [rolandvlts@aol.com](mailto:rolandvlts@aol.com)

**Veteran Cemetery Liaison**

Mr. Pat Green  
 6420 Commonwealth Drive  
 Roanoke, Va. 24018  
 Phone: 540-777-1233  
 Fax: 540-777-1234  
 Email: [integrityboxes@aol.com](mailto:integrityboxes@aol.com)

**Other Directors:**

Belinda Bush (2013)  
 Fort Hill Memorial Park  
 5196 Fort Ave.  
 Lynchburg, VA 24502  
 Phone: 434-239-6951  
 Fax: 434-239-0613  
 Email: [bbush@stonemor.com](mailto:bbush@stonemor.com)

Hinton Hurff (2012)  
 Greenlawn Memorial Gardens  
 P.O. Box 3007  
 Portsmouth, VA 23701  
 Phone: 757-488-2546  
 Fax: 757-488-4514  
 Email: [greenlawnmemorial@verizon.net](mailto:greenlawnmemorial@verizon.net)

Mike Kirsch (2011)  
 Roosevelt Memorial Park  
 1101 Campostella Rd  
 Chesapeake, VA 23320  
 Phone: 757-543-2088  
 Fax: 757-543-0324  
 Email: [mkirs@stonemor.com](mailto:mkirs@stonemor.com)

James E. Lucas (2011)  
 Memorial Gardens of New River Valley  
 P.O. Box 1003  
 Blacksburg, VA 24063  
 Phone: 540-230-7576  
 Fax: 540-951-7402  
 Email: [jlucas@memorialgardensnrvc.com](mailto:jlucas@memorialgardensnrvc.com)

Walt Melvin, Director (2012)  
 Peninsula Memorial Park  
 12750 Warwick Blvd.  
 Newport News, VA 23606  
 Phone: 757-930-1197  
 Fax: 757-930-3370  
 Email: [walter.melvin@sci-us.com](mailto:walter.melvin@sci-us.com)

Jimmy Stuart, Director (2011)  
 Parklawn Memorial Park  
 155 Butler Farm Rd.  
 Hampton, VA 23666  
 Phone: 757-766-1063  
 Fax: 757-865-6091  
 Email: [james.stuart@sci-us.com](mailto:james.stuart@sci-us.com)

Ted Dudley (2014)  
 City of Norfolk Cemeteries  
 238 East Princess Anne Road  
 Norfolk, VA 23510  
 Phone: 757-441-2576  
 Fax: 757-441-1332  
 Email: [Armistead.dudley@norfolk.gov](mailto:Armistead.dudley@norfolk.gov)

# Legislative Update

**Legislative Committee:**  
**Michael Doherty**  
**David Gilliam**  
**Jimmy Stuart**

Another session of the General Assembly fast approaches. This is a so-called "Short Session" that will meet in January and February 2011.

There is one carryover bill from last year that was introduced by Delegate Alexander, a legislator and funeral director from Norfolk. His bill seeks to exempt from regulation any resale of grave sites. While no one has an issue with routine resale's by individuals, the larger issue involves large scale purchases in bulk and subsequent resale's. Some of the issues involved include ensuring that perpetual care deposits are made, and the possible loss of consumer protections such as representations that might be

made (e.g., as to what, if any, further costs there may be at the time of burial) by non-cemetery resellers.

The VCA Board of Directors, Legislative Committee and Lobbyist Lane Kneedler have been meeting with Delegate Alexander seeking a resolution of the issues raised by this bill.

Surely additional bills will be intruded this session, and the VCA will keep an eye on them to cemetery interests.

Should you have any comments about these or any other legislative matters feel free to contact VCA legislative chair Mike Doherty at (703) 608-5888 or mikedoherty@att.net.

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 Marietta, GA 30061  
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 F: 770-552-9521

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# Sales Opportunities

By: Joseph Morris

I have only been in the Cemetery industry a little less than five (5) years now. In that time I have learned more about our business than I ever imagined there was to learn. We expect so much from our people, from admin work to counselor to PR person to sales person.

We train our counselors on meetings with At-need families, interment paperwork, standing services, continuation visits, family follow up's and most of all Pre-need scripts and

presentations. After all this training we work closely with them to be sure that they are doing everything we taught them. We then set them free and tell them to sell, sell, and sell!

The one thing we don't teach them and about 70% of sales professionals don't understand is the process of a sale. We tell them to sell, however we don't teach them how. Understanding the steps of the sales process is the key to the success of any sales person. Relating these

steps to our industry will unlock the potential of all your sales people.

On Wednesday March 23<sup>rd</sup> 2011 we all have the chance to invest in our counselors, our parks and ourselves. This is a training opportunity that has not been offered by the VCA in the past. Please take advantage of this one of a kind training.

Joseph Morris  
VCA Vice President



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Please join us in honoring the  
**Top Sales Counselors** in the state of Virginia

The Virginia Cemetery Association  
Is proud to present the 3<sup>rd</sup> annual  
**Spring Sales Seminar &**  
Achievement Awards Presentation

Do you want to increase your **business** and **earnings**?  
Then you must increase your **knowledge** and **skills**!

- : Learn the 5 key steps of a sale and how they relate to our profession
- : Learn how to overcome objections related to our industry
- : Learn how to gain the trust of your family
- : Learn how to confidently gain referrals and grow your business
- : Learn marketing techniques that work in today's world

**Date: March 23rd, 2011**

**Time: 8:30 am - 4pm**

**Place: Hilton Garden Inn / 1793 Richmond Rd, Charlottesville VA**

**Fee: \$40.00 before March 10<sup>th</sup> 2011 / \$60.00 after March 10<sup>th</sup> 2011**



# The Virginia Cemetery Association

Is proud to announce our Spring Sales training seminar

## The 5 Steps to Sales Success



Sponsorship opportunities are being offered to the first six vendors to sign up

**Lunch with the vendors** – you will have 10 minutes to speak about your latest products

**Advertisement in Spotlight** – you will receive a free advertisement in spotlight magazine

**Article in spotlight** – you will get to write an article about your product for spotlight

**Name on VCA website** – you will get to provide your company image on the VCA website

**Link on VCA website** – you will get to have your company link placed on the VCA website

## Sponsorship Opportunities

**\$500.00** for non VCA members (\$200.00 going to your membership)

**\$300.00** for VCA members

**Lunch will be served to all guests**

Don't miss out the chance to be seen and heard by over **40** different cemeteries from all over the great commonwealth of Virginia.

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Company Name

---

Individual

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Phone

---

Fax

Please fax the completed form to the VCA office at 866-959-2671 or email to [dimunn@asscmgmt.com](mailto:dimunn@asscmgmt.com) or call the VCA office at 804-675-7502

# VCA

## Top Sales People of Virginia Awards Ceremony

### Entry Form

Please Print

Cemetery Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Sales Manager/General Manager Name: \_\_\_\_\_

Sales Manager/General Manager Signature: \_\_\_\_\_

### Top Sales Person

Name: \_\_\_\_\_

### Sales Volume:

At Need \$ \_\_\_\_\_ Pre-Need \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

Property and merchandise sales only.

**Notes: No funeral sales, opening and closing (professional service fees,) outside bronze installation, sales tax, or interest.**

Please fax or mail your submission to the VCA office

P.O Box 74428

Richmond, VA 23236

Fax: 1-866-959-2671



**Virginia Cemetery Association  
P.O. Box 74428  
Richmond, VA 23236  
[www.virginiacemeteryassociation.org](http://www.virginiacemeteryassociation.org)  
(Association Code #144)**

Effective November 1, 2010 the Virginia Cemetery Association joined the Association program through Optima Health.

***As a reminder, if you have groups with 2-99 employees and are dues paying members of this Association, they qualify for the value added benefits upon their effective date or their renewal date with Optima Health.***

***If you have any questions please feel free to call our Optima Health provider specialist, Willy Wise at (804) 782-9473. Mr. Wise has been a prior cemetery owner, Past President, past Board Members, current member and supporter of the VCA for many years.***

**Thank you for your support!**

Optima Health is the trade name of Optima Health Plan and Optima Health Insurance Company. All Optima Health plans have benefit exclusions and limitations and terms under which the policy may be continued in force or discontinued. For costs and complete details of coverage please contact Optima Health log on to [Optimahealth.com](http://Optimahealth.com).



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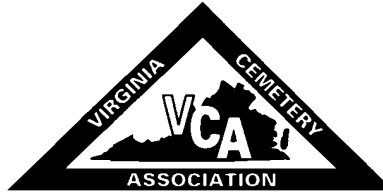
Brian Koziar | (802) 476-1101

[bkoziar@barre.rockofages.com](mailto:bkoziar@barre.rockofages.com)

[www.rockofages.com](http://www.rockofages.com)



# VCA Advertising Opportunities!!



Don't miss out on this wonderful opportunity to advertise in the *Spotlight Review*, the official publication of the Virginia Cemetery Association (established 1948).

Payment is due by **March 1, 2011** to ensure placement of YOUR ad in the 2011 issues.

- The newsletter is published three (3) times per year - May 2011, August 2011 and December 2011.
- Your advertisement can be e-mailed to the office as a .jpg or a .pdf file.

### Advertising Rates for three issues:

Full Page (7½" wide x 9" high)	\$ 700.00
One-Half Page (7½" wide x 4½" high)	\$ 525.00
One-Quarter Page (3½" wide x 4½" high)	\$ 300.00
One-Eighth Page (3½" wide x 2¼" high)	\$ 175.00
Preference Page (must be ½ or full page only) (indicate page - front inside cover, or back inside cover)	\$ 100.00 additional

**Please include new artwork with this request and your check made payable to:**

*Virginia Cemetery Association*  
*P.O. Box 74428*  
*Richmond, VA 23236*  
**Email address: [info@virginiacemeteryassociation.org](mailto:info@virginiacemeteryassociation.org)**

Company Name: \_\_\_\_\_ Attn: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email Address: \_\_\_\_\_



### INVOICE – 2011 Dues

Due by January 31, 2011

**ANNUAL DUES CONSIST OF TWO PARTS (Number 1 and 2 below):**

- 1) Basic for the calendar year (**Cemetery or Supplier**) \$ 200.00
  
- 2) Assessment for the legislative & consumer protection committee use as authorized \$1.50 for each interment and entombment in your cemetery for the period Jan. 1 to Dec. 31, 2010.  
 Number of burials \_\_\_\_\_ x \$ 1.50 = \_\_\_\_\_ \$ \_\_\_\_\_
  
- 3) Associate Member (Each cemetery may have one or more with no voting privileges)  
 Number \_\_\_\_\_ x \$100.00 each = \_\_\_\_\_. **(optional)** \$ \_\_\_\_\_  
 Please print name (s) \_\_\_\_\_  
 \_\_\_\_\_
  
- 4) Professional (Administration, Grounds, Sales with no voting privileges) \$25.00 each.  
 Number \_\_\_\_\_ x \$25.00 each = \_\_\_\_\_. **(optional)** \$ \_\_\_\_\_  
 Please print name (s) \_\_\_\_\_  
 \_\_\_\_\_
  
- 6) Spotlight – VCA Newsletter - Advertising (**attached and is optional**) \$ \_\_\_\_\_
  
- Total of 1 - 6** \$ \_\_\_\_\_  
**(Due by January 31, 2011)**

Your check should be made payable to the **VCA** and returned to the address below:

Name of Cemetery: \_\_\_\_\_

Address: \_\_\_\_\_

City

Zip

Credit Card Number \_\_\_\_\_

Type of Card \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

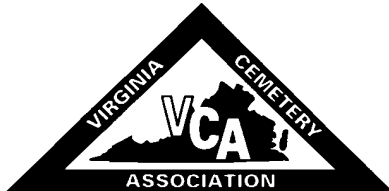
**Thank you for your continued support of the Virginia Cemetery Association!**

IMPORTANT TAX INFORMATION FOR MEMBERS: 95.5% of VCA dues may be deductible as ordinary and necessary business expense. The remaining 4.5% is allocable to lobbying expenses of the VCA and is not tax deductible. Further information should be obtained from your tax advisor.

# Virginia Cemetery Association

P.O. Box 74428  
Richmond, Virginia 23236  
Phone: 804-675-7502

[www.virginiacemeteryassociation.org](http://www.virginiacemeteryassociation.org)



*Help us to serve you better!  
Established 1948*

**We are on the  
Web**

**Save the Date — 2011 Annual Meeting**  
will be held at the  
*Tides Inn, Irvington, Virginia*  
**June 23-26, 2011**

## Virginia Cemetery Association

### 63rd Annual Meeting

June 23-26, 2011  
The Tides Inn  
Irvington, VA

