

Spotlight Review

President's Report

By: Steve Gillespie

Hello Team!

Over the years, this industry has grown and changed. This will be the theme of the 2010 annual meeting; "THE PAST, THE PRESENT, AND THE FUTURE." The meeting will be held in Virginia Beach this year. We will focus on the memorabilia of old pictures, sales kits, state and national journals, and anything of how we did business in the past. Another focus will be how we have developed this industry into what we have today, and what we can do to take us to the next level in the future.

Somewhere in everyone's closet, there are different things and strategies from the by-gone era. At the event, you can share these with us, and we all can enjoy seeing where we started. We can use what we have learned and done in the past to help us today and in the future. We can share experiences about how we have arrived to where we are now, and work together to brainstorm about where we are going.

During the meeting, there will be a segment where several past members that have helped

create the industry will discuss the journey. Different suppliers will be present with their contributions of old memorabilia and items.

I hope everyone has a safe and happy holiday season!



Steve Gillespie
President
VCA

VCA Unveils Updated Website

The website committee is excited to bring to the membership a new improved and consumer friendly website. Thanks to the expertise of Copeland Casati Media, not only will members enjoy the new user friendly site but consumers now have an opportunity to search the site for VCA Member Cemeteries. The good news does not stop there. Each member cemetery has the opportunity to make your cemetery standout from a typical list. We have added the option of giving each member cemetery the ability to place one photograph next to your cemetery name in the public direc-

tory. All we need from you is the picture. Please send your digital photo in j-peg format to: Caroline Seibold Smyth at cssmyth@verizon.net and place your cemetery name and the word "photo" in the reference line. Help us to help you with this wonderful marketing tool so you can enjoy **all** the benefits of your membership. Please remember to check out our column in each issue of Spotlight as we continue to add to our new 21st Century VCA Website. Make sure to visit the new site at: www.virginiacemeteryassociation.org.

Virginia Cemetery Association

Founded 1948


December 2009

Special points of interest:

- *March Sale Seminar and "Top Sales People of Virginia" Awards ceremony.*
- *VCA 62nd Annual Meeting— June 24-27, 2010 at the RAMADA on the Beach, VA Beach, Virginia.*

Inside this issue:

| | |
|--|----|
| <i>VCA Membership</i> | 2 |
| <i>Virginia Cemetery State Board Changes</i> | 3 |
| <i>Legislative Updates</i> | 4 |
| <i>Mid-Atlantic Conference</i> | 5 |
| <i>Top Sales People of Virginia 2009 Awards Ceremony</i> | 7 |
| <i>VCA Advertising Opportunities</i> | 10 |
| <i>VCA Officers and Directors</i> | 11 |



*Quality
that's affordable.*

Ingram
Construction Company Inc.
1-800-346-3395
<http://www.mausoleum.com>

MAA

Quality Mausoleum Building for Over Twenty Years

Dear VCA Supplier:

Once again, the Virginia Cemetery Association would like to invite you to take advantage of the opportunity to advertise in the *Spotlight Review*, the official Publication of the VCA.

The newsletter will be published three times in 2007 to include May, August and December. In order to take advantage of this great opportunity, payment must be received by March 1, 2007.

Please see the attached Advertising Contract on Page 10 and do not hesitate to contact our office should you have any questions.

VCA Membership

By: Mike Kirsch, Membership Chairman

As we prepare for the 62nd annual meeting of the Virginia Cemetery Association in June, we have noticed that a few member cemeteries have not renewed their membership for 2009 yet. All of us are constantly evaluating our businesses in the context of the global economic conditions and we worry about our economic conditions at home too. In spite of the dire economy, I want to urge you to continue your affiliation with the Virginia Cemetery Association.

Our legislative committee and our lobbyists worked hard during the most recent session of the General Assembly to defend cemeteries against proposed legislation that could have been overly restrictive to our businesses. While we firmly believe in protecting the rights of our consumers, we took proactive steps to convince the delegates that the proposed legislation would have caused more potential problems than it would have solved. Unfortunately, lobbyists don't work for free, so that is one situation where your member-

ship dues helped to make a difference for our businesses.

The sales training seminar that was held in Charlottesville in March was a resounding success. Cemetery sales counselors from throughout the state attended a full day of sales-related presentations and round-table discussions to help them be even more successful in their careers. The top counselors in the state were recognized with special awards as testimony of their success during 2008. Unfortunately, meeting facilities such as the hotel where we had our sales seminar, don't let us in for free. That is another situation where your membership dues help to make a difference.

Did you know that the VCA has a special membership category called Allied Membership? Allied members can be any person, firm, association or corporation that supplies material or services to cemeteries. Although Allied members do not have voting privileges in the VCA, their membership in our association helps

them to network with potential customers throughout the state. I urge each of you to invite your suppliers, architectural firms, landscapers, etc. to join VCA as Allied members. Their membership dues are only \$200 per year. Their names, addresses and phone numbers will be printed in our next membership directory and they will, in effect, be advertising their services to all of our members. Allied members are also welcome to set up a display (for an additional fee) during our annual meeting. This provides them with a perfect opportunity to network directly with the cemeterians who attend the meeting.

For more information on any VCA function or for more information about the different types of membership, call or write us at: Virginia Cemetery Association, PO Box 74428, Richmond, VA 23236. Phone: (804) 379-0627.

Virginia Cemetery State Board Changes Accounting Rules for Perpetual Care Trust Funds

By: Mike Doherty

At its meeting on October 21, 2009, the Cemetery Board changed its accounting rules for treatment of realized capital gains and losses for perpetual care trust fund investments. You will recall that Virginia law permits cemeteries to withdraw the "income" – such as interest and dividends – from perpetual care trust fund investments. Formerly, the annual perpetual care trust fund reporting form also treated realized capital gains and losses as "income," not "principal." Accordingly, cemeteries were permitted to withdraw realized capital gains. For example, if the trustee invested in stock of General Motors at \$25 per share and then sold it at \$50, the \$25 per share realized capital gain could be withdrawn as income. That theory, which was contrary to generally accepted accounting principles and other state laws governing trusts and principal and income, came to light during the current recession when net losses were experienced because of realized capital losses. Since gains could be taken out, the Board felt that the cemetery should replenish the trust fund if the corpus of the trust experienced a loss during the reporting year. This approach in effect made the cemetery the "insurer" or "guarantor" of the market and of the investment decisions made by the trustee of the trust.

The new rule, which is in line with generally accepted accounting principles and Virginia law governing trusts and the definitions of principal and income, is that realized capital gains and losses are treated as principal. This rule allows greater flexibility for trustees to increase the principal of the trust.

Conventional trust fund investment theory dictates a mixture of investments that produce ordinary income (e.g., interest and dividends) that may be withdrawn to help defray operating expenses of the cemetery, and those which produce capital gains to "grow" the corpus of the trust. Inflation erodes the 10% deposited from the sale of interment rights. The trustee must grow the principal to offset the effects of inflation.

The Cemetery Board implemented the change by voting to amend the perpetual care trust fund reporting form Schedule A to show realized capital gains and losses as principal not income.

Still undecided is the effective date of the change.

Now Available For Those Choosing Cremation And A Columbarium Niche Or An Urn For Keepsake

Size: 36" x 74" x 11 1/2"



Patent Pending

Solid Wood Columbarium Box-Urn

A Preferred Columbarium Box-Urn For Arlington National Cemetery

Meets FAA Approval For Commercial Airline Travel

Available in Natural Pine, Oak, Walnut and Cherry. Made in the USA.

To order call:

Integrity Burial Boxes, Ltd.

640-777-1233

Fax: 640-777-1234



IntegrityBoxes@AOL.com

Visit our website:

www.cremationboxes.com

The ABC's of Building & Marketing A Columbarium Wall in Book Form

Legislative Update

By: VCA Legislative Committee; Mike Doherty, Jimmy Stuart, David Gilliam

Fresh from the November election with a new Governor, Attorney General and changes in the House of Delegates, we are preparing to enter the 2010 session of the General Assembly. This year's session runs from January 13 to March 13. The VCA Legislative Committee has been meeting with key legislators.

Last year the VCA actively participated in several bills affecting cemeteries. Most notable was Delegate Armstrong's bill seeking to establish a priority list of persons authorized to arrange funeral and burials. The VCA, along with the funeral home associations, successfully defeated that bill on the theory that today's families do not fit neatly into a "list." For example, if "spouse" has priority, what if:

- there are adult children from a prior marriage;
- the spouses are separated and are in a divorce proceeding;
- their whereabouts are unknown; or
- they murdered the deceased.

The bill was defeated in a House Courts of Justice subcommittee, which was persuaded that the current system (whereby funeral directors and cemetery counselors are trained and better equipped to counsel families into agreement) did not require changing.

This year we are aware of two possible bills. The first is a reaction to an Attorney General opinion that the so-called "burial power of attorney" authorized by Code of Virginia Section 54.1-2825 does not apply to

Special Request for Contributions to VCA's Legislative Fund

By: Mike Doherty, Chairman; VCA Legislative Committee

I want to thank the following donors who responded to the VCA's special request for contributions to its legislative fund:

- Danville Memorial Gardens
- Fairfax Memorial Park
- Hollywood Cemetery
- Rest Haven Memorial Gardens
- SCI
- Southlawn Memorial Park
- Stafford Memorial Park

The request for contributions is ongoing. Please do what you can. The VCA uses its efforts to protect the interests of cemeteries in Virginia. For further information on how you can help us, please contact me at mikedoherty@att.net.

funerals (only burials and cremations), and does not have priority over next of kin. The bill being drafted would have it apply to funerals and give it priority.


The second is a follow up to last year's "priority list." It suggests a set of standards for the courts to consider if a family dispute ends up in litigation. Meetings are underway to study this.

Of course, other bills affecting cemeteries can come out of the woodwork. The VCA Legislative Committee, with the assistance of our lobbyist, Lane Kneedler, Esquire, will stay on top of things and keep you posted.


It is not too late to contribute to your local legislator and/or meet with them before the session begins. The VCA and its lobbyist can only do so much...it is the individual contacts of our members with their legislators that are most important.

The VCA is also accepting voluntary contributions to the association for its legislative expenses. Please send contributions to the VCA office.

Solutions



Innovation



Service

WILBERT®

With the first name in burial vaults, Roland Vaults, Ltd. is proud to serve the funeral professionals of Virginia. We strive to continually offer you the highest quality products and craftsmanship, guaranteeing your families the most value and peace of mind.

Constantly inspired and influenced by the relationships with you, our clients, Wilbert service and solutions continue to remain unsurpassed.

Wilbert
Uncompromised service. Concrete solutions.™

Roland Vaults, Ltd.
1159 Harmony Road
Norfolk, VA 23502
757.466.8800 • Fax 757.461.1835
E-mail: RolandVaults@aol.com

Wilbert, the Wilbert script logo are trademarks of Wilbert Funeral Services, Inc. "Wilbert. Uncompromised service. Concrete solutions." is a service mark of Wilbert Funeral Services, Inc. © Copyright 2006 by Wilbert Funeral Services, Inc. All Rights Reserved. ADV-9602301 VCA-0306

Did You Miss It...?

Did you miss the Mid-Atlantic Cemetery & Funeral Conference in November 2008? Too bad...it was great! This was the fourth Mid-Atlantic conference which is held bi-annually since 2000 in Atlantic City. There were over 200 attendees, and 50 supplier booths. The networking opportunities were tremendous. Breakfasts, lunch, breaks and receptions were held in the supplier display area. It was awesome to be able to speak with so many different people (cemeterymen and suppliers) from such diverse areas of the country and discuss our common problems and how we successfully deal with them.

Having this size of a turnout of cemeterymen, funeral directors and suppliers also attracts a great program. This year's topics included:

- ICCFA presentations by its current President, Mark Krause, the first funeral director to hold this title, and Bob Fells with his always informative legal and legislative update.
- Keynote speaker Johnny Campell who tackled the subject of helping us to deal with difficult people, changes and customer service.
- Eric Robuck from Webcemeteries.com explaining the cutting-edge technology for cemetery and funeral home websites.
- Ernie Heffner, Heffner Funeral Homes, embracing the privilege, opportunity and duty associated with handling veteran funerals.
- Tom Flynn and Roberta Knauf on building overall customer base through pet funerals and pet services.
- Mike Neu, Cold Spring Granite, with their updated research on consumer preferences regarding memorials, ceremonies and pre-arrangement.
- David Whitener, succeeding in management, and how successful sellers treat their customers.
- Joe Sehee with an update on the "green" movement in terms of consumers and burial preference.
- Movers and Shakers Study Group- open discussion on groundbreaking ideas in the industry.

It is virtually impossible for a single state to put on this caliber of a meeting, yet this is right in our back yard. Atlantic City is accessible by car, train and plane. Make a point of attending this conference next time. Profit from the meeting is divided pro-rata between the five member states based on attendance from each state. Ask any of the following VCA members who attended this year:

- Steve Gillespie
- Mike Doherty
- David Gilliam
- Steve Shultz
- Hinton Hurff
- Jeff Hodes
- Pat Wise
- Meredyth Monahan
- Bob Grille

Introducing *Lasting Memories™* by Matthews

Montage Individual 24" x 12"

Someone once said that "every picture tells a story." When you include favorite photos on memorials, you create a *Biography in Bronze™* – a pictorial legacy for future generations to learn about their past.

Lasting Memories™ Montage memorials allow you to convey your unique personality in the warmth and beauty of bronze.

Matthews International Corporation perfected a new, patent-pending process that combines the art of casting with the use of photography to reproduce finely-detailed photo images on cast bronze memorials. Matthews' Lasting Memories™ memorials are finished with our exclusive Diamond Shield® Protective Coating to preserve the bronze.

Capture the memories of a lifetime.

For more information, contact your customer service representative at 1-888-838-8890.

www.matthewsbronze.com

Matthews
INTERNATIONAL

©2006 Matthews International Corporation

Please note that the Virginia Cemetery Association office's physical address and phone number will be changing in early 2010. We will be moving to a larger office.

More information to follow.

Currently, you can contact us at:

P.O. Box 74428
 Richmond, VA 23236
 Phone: 804-379-0627
 Fax: 866-959-2671

The Fun in the Sun Beach Party in MYRTLE BEACH, SC

Joint Convention of the

Southern Cemetery, Cremation & Funeral Association

North Carolina Cemetery Association

South Carolina Cemetery Association

Kingston Plantation Resort and Conference Center
9800 Queensway Blvd., Myrtle Beach, SC 29572

Make plans now to bring the whole family.
Myrtle Beach has fun for everyone!

Golf Courses (Over 100 to choose from)

Shopping (Exclusive Retail & Tanger Outlet Mall)

Great Entertainment (House of Blues & Alabama Theatre and More)



All this...
and Much, Much
More!

For more information, contact Mary Pearl, SCCFA
Executive Director
Tel: 251.634.3434
Email: sccfa@bellsouth.net



VCA March Sales Seminar — *A great program!*

This year we will recognize the “Top Sales People of Virginia” in an awards ceremony. You will receive a plaque furnished by the VCA, manufactured by Matthews International.

To qualify you must have verification from your company sales manager that includes: sales volume from property and merchandise sales only, at-need and pre-need. No funeral sales, opening and closing (professional service fees), outside bronze installation, sales taxes or interest is included, just pure property and merchandise sales. You must be present to qualify.

The meeting will be held at:

The Hilton Garden Inn
1793 Richmond Road
Charlottesville, VA 22911
434-979-4442

on

March 10, 2010.

Mark your calendar now!

The VCA Winter Sales Seminar will take place before the Awards Ceremony.

Morning round table discussions

Topics include:

- Door Entry: Different ways on getting in the door
- Warm Up: The reasons and what to say
- Putting Emotion into the Presentation
- Daily Planner: Having a chance for success “Today”
- The Professional: Looking the part
- Family Service: Sympathy, customer service, sales
- Role playing / Putting in action what we learned

In the afternoon

Handling Objections / Closing Techniques – A panel of closers will be giving their best closes on different objections given by the audience, one-on-one.

HOW TO ENTER

Complete the entry form on the reverse page. To be eligible, entries must be completed and received on or before **Noon of January 12, 2009**. Incomplete entries will be disqualified. VCA is not responsible for lost, misdirected or delayed entries. Entries received by telephone will not be accepted.

We would appreciate all companies to provide all qualified sales people’s names by **January 12th** so we can get the plaques made in time.

We would also appreciate all companies to provide sales material so we can share ideas and tools with each other. The awards ceremony will be at the end of the program.

The program is designed for the new recruit to seasoned professional, there is something for everyone. The contest is open to all sales people currently employed by a Virginia cemetery.

ENTRY FORM ON NEXT PAGE

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 are to be included.

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

INVOICE – 2010 Dues

Due by January 31, 2010

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 January 1 to December 31, 2009. | \$ _____ |
| 3) Associate Member (Each cemetery may have one or more with no voting privileges) \$100.00 each. (optional) | \$ _____ |
| 4) Professional (administration, Management Grounds, Sales with no voting privileges) \$25.00 each. (optional) | \$ _____ |
| 5) VAPAC Contribution (\$50.00) (optional) | \$ _____ |
| 6) Spotlight Advertising (see attached) (optional) | \$ _____ |
| Total of 1 - 6 (Due by January 31, 2010) | \$ _____ |

Dues are payable upon receipt. Your check should be made payable to the Virginia Cemetery Association and returned to the following address:

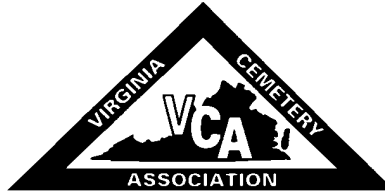
VCA
P.O. Box 74428
Richmond, Virginia, 23236
 Office: 804-379-0627 - Fax: 866-959-2671

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.

P.O. Box 74428 ♦ Richmond, Virginia 23236
Phone (804) 379-0627 ♦ Fax (866) 959-2671

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, 2010** to ensure placement of YOUR ad in the 2010 issues.

- The newsletter is published three (3) times per year - May 2010, August 2010 and December 2010.
- Your advertisement can be e-mailed to the office as a .jpg or a .pdf file.

Advertising Rates for three issues:

- | | |
|--|-------------------------|
| <input type="checkbox"/> Full Page (7½" wide x 9" high) | \$ 700.00 |
| <input type="checkbox"/> One-Half Page (7½" wide x 4½" high) | \$ 525.00 |
| <input type="checkbox"/> One-Quarter Page (3½" wide x 4½" high) | \$ 300.00 |
| <input type="checkbox"/> One-Eighth Page (3½" wide x 2¼" high) | \$ 175.00 |
| <input type="checkbox"/> 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

Company Name: _____ Attn: _____

Company Address: _____

City, State, Zip: _____ Phone: _____ Fax: _____

Email Address: _____

Virginia Cemetery Association Officers & Directors

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

1st Vice President

Deb Martz (2010)
4917 Strasburg Road
Strasburg, VA 22657
Phone: 540-636-9606
Fax: 540-622-6328
Email: dmart@stonemor.com

2nd Vice President:

Caroline Smyth, Director (2012)
Stafford Memorial Park
300 N. Ridge Road #12
Richmond, VA 23229
Phone: 540-659-2191
Fax: 540-288-1021
Email: cssmyth@verizon.net

Secretary & Director:

David Gilliam (2010)
Hollywood Cemetery
412 S. Cherry Street
Richmond, VA 23220
Phone: 804-648-8501
Fax: 804-644-7345
Email: info@hollywoodcemetery.org

Treasurer :

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

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

Veteran Cemetery Liaison

Mr. Pat Green
6420 Commonwealth Drive
Roanoke, Va. 24018
Phone: 540-777-1233
Fax: 540-777-1234
Email: 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

Angela Byrum (2013)
Williamsburg Memorial Park
P.O. Box 980
Lightfoot, VA 23090
Phone: 757-565-2006
Fax: 757-565-4707
Email: abyrum@williamsburgmemorialpark.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

Mike Kirsch (2011)
Roosevelt Memorial Park
1101 Campostella Rd
Chesapeake, VA 23320
Phone: 757-543-2088
Fax: 757-543-0324
Email: 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

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

Joe Morris (2013)
Westhampton Memorial Park
10000 Patterson Ave.
Richmond, VA 23238
Phone: 804-740-1948
Fax: 804-740-9532
Email: joseph.morris@sci-us.com,

Steve Schultz (2010)
Southlawn Memorial Park
1911 Birdsong Road
Petersburg, VA 23805
Phone: 804-732-4922
Fax: 804-732-4987
Email: steve_shultz@hotmail.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

Virginia Cemetery Association

P.O. Box 74428
Richmond, Virginia 23236
Phone: 804-379-0627
Fax: 866-959-2671

www.virginiacemeteryassociation.org



*Help us to serve you better!
Established 1948*

**We are on the
Web**

Save the Date — 2010 Annual Meeting
will be held at
RAMADA on the Beach, VA Beach, Virginia
June 24-27, 2010

**From start to finish.
The finest products, design and service possible.**

**GRANIT
BRONZ.**



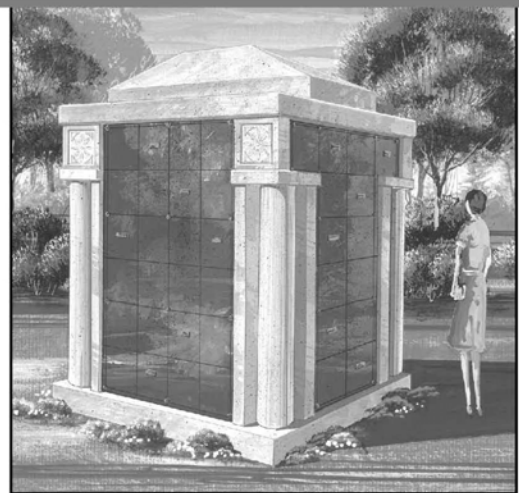
Bronze-on-granite memorials



*Precious
Portraits*



*Crypt & niche
front plaques*



Columbariums

GB Mausoleum Division 800-328-5040
GB Customer Service 800-328-2312
www.coldspringgranite.com

Cold Spring Granite Memorial Group

A division of Cold Spring Granite Company