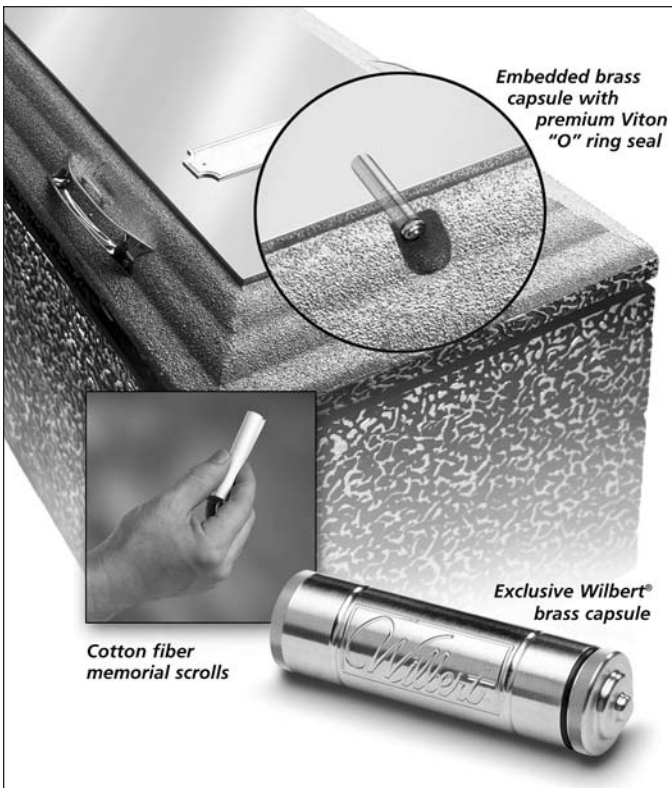
President's Report - continued

The team consisted of Dick Perl as the General Manager/Coach who is a veteran of the Funeral Service Industry for more than 30 years. He began his career selling pre-need in Maryland and since has owned a park, cremation service and funeral home. The majority of his career has been spent working for two major public companies. He joined Mobile Memorial Gardens in Alabama as Director of Sales and Marketing in May 2004. Dick is an outstanding speaker and trainer and is best known for his motivational style and his high energy to which he transfers in his seminars in developing people. The second coach was Steve Gillespie who is with Stewart Enterprises and a Director with the VCA. He spoke on overcoming objectives and closing techniques, and assisted with some of the other areas such as "Getting into the Game and Getting to Bat", "How many different pitches can you throw" and "Don't get called out trying to steal 2nd base." It was an amazing program and the attendance was great in both Roanoke and Richmond. The VCA is working hard to continue to hold these types of conferences and also have more than one location so that it is more convenient for many to attend.

If you were unable to attend the Annual Meeting in Norfolk this year, we had the opportunity of having speakers among us that motivated many on "How to Get the Best Out of Your Family Service Counselors" and "Time Management/Self Accountability" (that was definitely something we can all learn from) presented by Steve Gillespie and "Emergency Regulations" discussed by DPOR, "Safety Compliance Updates for Cemeteries" by E. Tom Claxton, CCE, "Why Be a Member of Your Association" presented by Tim Smith, Past President of the Southern Cemetery Association, Legislative Updates and "Bring Your Favorite Lawsuit" presented by Mike Doherty. I would recommend anyone who was not able to attend to contact the VCA and request information on how to contact these speakers and get copies of their presentations. I know all of them would be more than glad to share this information and answer any questions you have regarding the individual presentations. All of the information was superb, informative and again makes you appreciate everyone who takes the time to give to our association and industry. And of course the evenings were filled with new acquaintances, and time to socialize on many aspects including our receptions and the cruise on the "Spirit of Norfolk," what an awesome view, food and music!

Finally on a personal note, thank you to everyone who has supported the VCA by either being a member, director and/or sponsor! We are able to succeed by each and everyone one of you contributing your knowledge, time and expertise.

I will see everyone in October! Have a great day!



MEMORIALIZATION PLUS™

Should a disinterment occur or a vault be unearthed, this unique feature allows for easy identification while leaving the vault sealed, and the casket safe and secure.

Memorialization Plus™ is available in both The Wilbert Bronze® and Triune® Series vaults.

Another innovative first by Wilbert

since 1909 THE Wilbert WAY

ROLAND burial • cremation

Roland Vaults, Ltd. ▪ 1159 Harmony Road ▪ Norfolk, VA 23502
Phone 757.466.8800 ▪ Fax 757.461.1835
E-mail rolandvlts@aol.com

Wilbert, the Wilbert script logo, Memorialization Plus, The Wilbert Bronze and Triune are either trademarks or registered trademarks of Wilbert Funeral Services, Inc.
© Copyright 2002 Wilbert Funeral Services, Inc. All Rights Reserved.

ADV-04031501
r0404VCA

VCA Board of Directors

President:
Ann Marie Samuel (2006)
Williamsburg Memorial Park
P. O. Box 980
Lightfoot, VA 23090
Phone: 757-565-2006 Fax: 757-565-4707
ASamuel@williamsburgmemorialpark.com

1st Vice President:
Linda J. Smith
Temple Hill Memorial Park
Rt. 3, Box 76 - Memorial Drive
Castlewood, VA 24224-9536
Phone: 276-762-5579 Fax: 276-762-9035
lsmit@stonemor.com

2nd Vice President:
Jeffrey A. Hodes (2008)
National Memorial Park
7482 Lee Highway
Falls Church, VA 22042
Phone: 703-560-4400 Fax: 703-208-2253
jeffrey.hodes@sci-us.com

Secretary & Director:
Eudra Howell (2007)
Roselawn Memory Gardens
13389 Mountain Road
Glen Allen, VA 23059
Phone: 804-798-6496 Fax: 804-798-1716
eudrahowell@erols.com

Treasurer & Director:
Mike Doherty (2008)
Fairfax Memorial Park
4010 University Drive, Suite 101
Fairfax, VA 22030
Phone: 703-267-6880 Fax: 703-267-6882
Cell: 703-608-5888
mikedoherty@att.net

Immediate Past President:
Diane W. Munn
P.O. Box 74821
Richmond, Va. 23236
Phone: 804-675-7502 Fax: 804-675-7503
asscmgmtserv@msn.com

Supplier Representative:
Jackie Harper
Roland Vaults, Ltd.
1159 Harmony Road
Norfolk, VA 23502
Phone: 757-466-8800 Fax: 757-461-1835
Rolandvlts@aol.com

Other Directors:
John Bolton, Director (2008)
Mount View Cemetery
1019 E. Valley Dr.
Bristol, VA 24201
Phone: 276-669-3051 Fax: 276-669-7099
John@heritagefamily.com

Steve Gillespie (2009)
Stewart Ent / Highland Memory Gardens
300 North Kanawha Street, Suite 101
Beckley, WV 25801
Phone: 304-552-6967 Fax: 304-254-3258
sgillespie@stei.com

Randy Gleason, Director (2006)
Sherwood Memorial Park
P. O. Box 30
Salem, VA 24153
Phone: 540-389-2171 Fax: 540-375-7335
randyg@sherwoodmemorialpark.com

Hinton Hurff (2009)
Greenlawn Memorial Gardens
P.O. Box 3007
Portsmouth, VA 23701
Phone: 757-488-2546 Fax 757-488-4514
greenlawnmemorial@verizon.net

Walt Melvin, Director (2007)
Peninsula Memorial Park
12750 Warwick Blvd.
Newport News, VA 23606
Phone: 757-930-1197 Fax: 757-930-3370
walter.melvin@sci-us.com

Rich Miller (2008)
Westhampton Memorial Park
P.O. Box 29039
Richmond, Virginia 23242
Phone: 804-740-1948 Fax: 804-754-0487
richard.miller@sci-us.com

Jimmy Stuart, Director (2007)
Parklawn Memorial Park
155 Butler Farm Rd.
Hampton, VA 23666
Phone: 757-766-1063 Fax: 757-865-6091
james.stuart@sci-us.com

Star Granite Company, Inc.
1-800-241-7242

My service attitude is always focused on total satisfaction that will exceed my customer's expectations for quality.
That's my promise to you.

Kathy Coggins, Regional Manager
kcoggins@stargranite.com

1% Discount

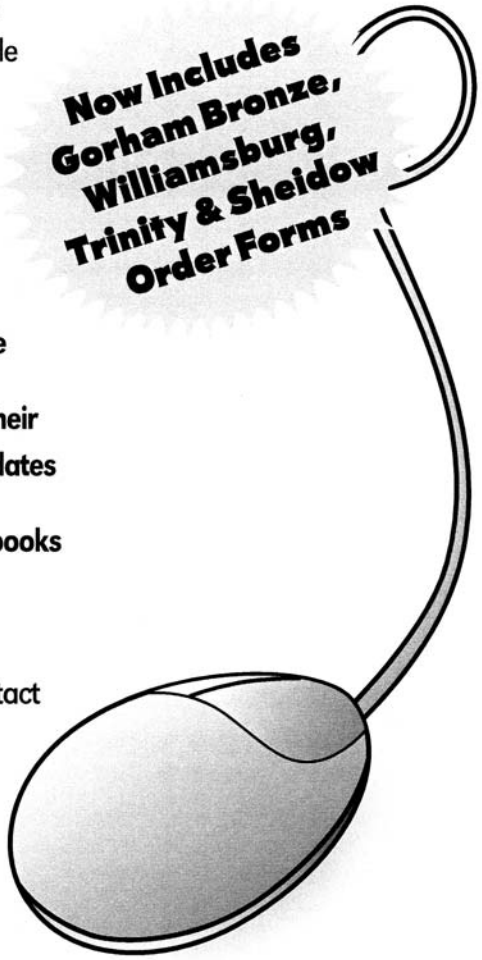
on all memorials ordered on-line

Matthews' website, *www.matthewsbronze.com*, provides you with the latest information about our products and services with a simple click of the mouse.

The site now features a password protected customer section that includes:

- **On-line order forms that eliminate mail and fax delays and earn customers a 1% discount on all memorials ordered on-line**
- **A Fast-Trax link that enables you to track your orders to learn their status in the manufacturing process and their estimated ship dates**
- **On-line access to the complete memorial design and emblem books**
- **Easy pre-need registration**

If you have not received a log-in number and password, please contact your Customer Satisfaction Representative at 888-838-8890.



Matthews
INTERNATIONAL CORPORATION

www.matthewsbronze.com

Words to Sell By

By John Bolton, VCA Director

If your sales program is lacking direction or motivation, try developing a set of guiding principles.

The idea was born on a warm Saturday evening in Knoxville, Tennessee. I was with 107,000 of my closest friends, all dressed in bright orange, at Neyland Stadium, home of the Tennessee Volunteers. From the Volunteer Navy, docked adjacent to the stadium in the Tennessee River, to the famous Power T that the team runs through as they enter the field, Tennessee football is steeped in tradition.

One tradition takes place in the Vols' locker room prior to each game. The entire team recites the team maxims-seven maxims each player, coach, trainer and staff member recites before every game. The maxims are a set of game standards Gen. Robert Neyland set forth when he coached the team in the mid 1900s. These simple phrases, such as, "Protect our kickers, our quarterback, our lead and our ballgame," are the driving force behind the very successful football program.

When I heard the team recite those maxims, I thought of our cemetery sales force and how several distinct ideas that drive us every day. On my way home after the game, I quickly began composing the Heritage Sales Maxims.

Dictionary.com defines the word "maxim" as "a succinct formulation of a fundamental principle, general truth, or rule of conduct." As I thought of our fundamental sales principles and our rules of conduct, I developed eight guiding principles for our sales force. These are a condensation of what people have taught me over the years, thinks I have read and things I have experienced.

We live these maxims at all of the Heritage locations. They are posted in training rooms, conference rooms and managers' offices and distributed to all of our counselors. Here are the Heritage Maxims, a set of standards and beliefs that we practice every day.

1. Counselors who work the hardest and smartest will be the most successful. I must plan my work and work my plan. A veteran of the cemetery business preached this principle to me several years ago. "Don't just work hard, work smart!" he used to say. He was right. It isn't enough to just to plan your work; you need to work the plan you set forth for yourself every day.

2. Prospecting, making presentations, overcoming objections, closing, getting referrals and preparation – this is the winning sales edge. Our belief is that knowledge is power, so we continually train our counselors in order to make them better. This not only improves our bottom line, it increases the level of service we can provide our families.

3. I must always accept the responsibility and accountability for the ongoing development of my prospect base. Every day that I do not prospect, I must settle for less performance the next day. In other words, a counselor needs to accept responsibility for his/her own actions. We provide them with the tools to be successful, but the counselors are responsible if they settle for second best.

4. If at first I struggle to close my presentations, I will not become discouraged-I will double and triple my efforts. When I first got into sales, I would be upset for a week if I could not close a presentation. What I did not realize at the time was that there was a reason I wasn't successful. I needed to work to find the reason and then change what I was doing. We find that role-playing helps identify weaknesses in a counselor's presentation and closing. During these role-playing exercises, we listen and then correct and improve performance.

Triple H Company
Independently owned and operated by the original Hepburn family since 1950
Tel. (805) 650-6944 • (800) 252-3444
Fax (805) 650-6444
Jim Hepburn
P.O. Box 5790
Ventura, California 93005-0790
www.triplehcompany.com
Cemetery, Crematory & Mausoleum Supply

Words to Sell By – continued

5. When I am talking to a family in my role as a sales professional, integrity is a critical element in everything I do. I will always strive to be worthy of the trust people place in me. Trust and integrity are paramount to the success of our or any organization. If our families and our community cannot trust our counselors, we are in serious trouble.

6. I will caringly, ethically and professionally explain the products and services we offer. I understand that increasing my product knowledge can separate the good sales from the great sale. With the increased role of personalization and cremation, it is important to constantly increase our product knowledge. The ability to offer a higher quality product will increase profitability.

7. Giving out information, explaining options and sharing the value of preplanning is a service. Helping families make a decision that is in their best interest is a sale. The more I serve, the more I will sell. I learned this at one of Gary O'Sullivan's workshops.

The art of selling is much more that selling. It is explaining, education and serving. If our counselors can share the message, educate people and serve their needs, they will make the sales. Not only will they make the sales to the families they're talking to, that family will spread the word to others.

8. I will carry the Heritage Family Cemetery message to all prospects and always be willing to go the extra mile for every family. Being willing to go the extra mile for a family can separate a cemetery or funeral home from it competitors.

Our sales maxims provide a common theme for our counselors to rally around and from which to gain strength. They are words to live by, maxims that not only provide direction for the staff but much needed focus in our fast-paced lives.

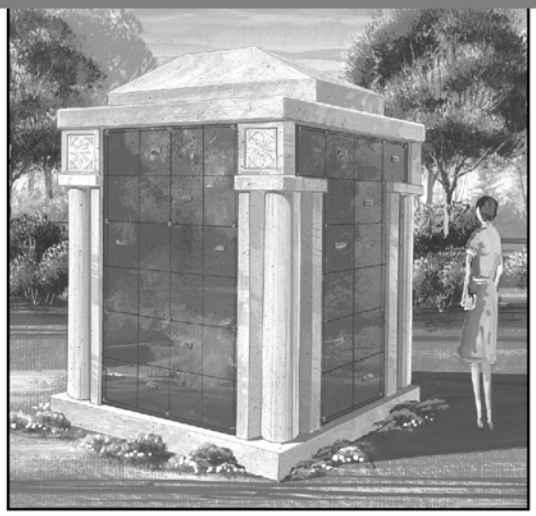
From start to finish.
The finest products, design and service possible.

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

VCA NEWS

The VCA would like to congratulate Randy Gleason on a very successful term as President of the Southern Cemetery and Funeral Association.

Randy Gleason is the General Manager of Sherwood Memorial Park, Salem, Virginia, and is currently serving on the Board for the VCA. Randy has always been an intregal part of the VCA and is a true example of how others should serve. We are very proud of Randy and all of his accomplishments and we look forward to many more years of faithful service.

"Cemetery Rodeo"
Fall Maintenance Workshop

October 12, 2005 10am to 3pm
Westhampton Memorial Park – Richmond, Virginia
October 13, 2005 10am to 3pm
Sherwood Memorial Park – Salem, Virginia

Board Meeting

October 13, 2005 12:00pm to 1:00 pm
Sherwood Memorial Park – Salem, Virginia
(Any Board member wishing to car pool for this meeting from Richmond to Salem, please let me know. I have several interested parties.)

VCA 2006 Annual Conference

March 23 – 25, 2006
"The Homestead," Hot Springs, Virginia
Watch your mail for more information!

Cemetery Managers and Compliance Agents

Reminder to all cemeteries regulated by DPOR. Please read your Cemetery Board's Rules and Regulations. 18 VAC 47-20-160. Maintenance of license and registration. E……*When any registrant is discharged or in any way terminates his employment or affiliation with a licensed cemetery company, or when the cemetery company's license is suspended or revoked, it shall be the duty of the compliance agent to return the registration to the board within* ***10 calendar days*** *of the date of such discharge or termination.*

Once a sales counselor is no longer employed with your company, you must surrender their sales license. You have 10 days to do this. Failing to comply with the Cemetery Rules and Regulations could have you brought before the Cemetery Board.

To see a listing of all registrants registered to your cemetery visit the DPOR website at www.state.va.us/dpor. Select license lookup. Select cemeteries. Type in the name of your cemetery as listed on your license. Type in your zip code. Press search. Once your cemetery information appears, scroll down the page to see a listing of all registrants currently registered to your location. If you have registrants listed that are no longer employed you need to surrender their licenses immediately.

FTC Raises Telemarketer Fees to Access Do Not Call Registry

Effective September 1, 2005, the FTC has again raised the annual subscription fees required to be paid by telemarketers in order to access the FTC's Do Not Call Registry.

Telemarketers must remove from their call lists any number that appears on the Do Not Call registry, and the call lists must be updated by telemarketers every 31 days. To date, consumers have registered approximately 98 million telephone numbers. The FTC's Do No Call Website for telemarketers is www.telemarketing.donotcall.gov.

VCA NEWS - Continued

With Deepest Sympathy

It is with great sadness we must report a loss within our family and circle of friends. Parke and Nora Goodall lost their grandson, Richard Goodall Jr., age 12, to cancer on August 6, 2005. A funeral service for Richard was held on August 10th. A private burial in Hollywood Cemetery, Richmond, Virginia followed.

For those of you who didn't know, Richard had been diagnosed with a recurrent brain tumor in September 2004. His fight against cancer began at age 5. Richard enjoyed checking the guest book on his web site, www.richardgoodalljr.com and a recent entry on the website was a letter from our current USA President, George Bush.

Richard was the only child of Lisa and Richard Goodall. The obituary asked that you please visit his website. The family request donations be made to Mechanicsville Relay for Life c/o American Cancer Society, 4240 Park Place Court, Glen Allen, Va. 23060. Online condolences may be made at www.reid-funeralhome.com.

Parke Goodall is and has always been a dear friend, serving the VCA for many years as a representative for our bronze companies.

Get To Know Your Fellow Members
"Spotlight on Members and Suppliers"

This month we have selected Hollywood Cemetery, 412 South Cherry Street, Richmond, Virginia. Hollywood's first burial was in1849 and to date has over 73,000 burials within their 135 area setting with the majesty of the James River spread beneath its feet.

Most people know that Hollywood Cemetery is one of the major tourist attractions in the Richmond area, being the final resting place of three presidents, six governors, twenty-two Confederate generals and thousands of Confederate soldiers. In fact, so impressive is Hollywood's imprint on the past that the state of Virginia declared it an historic landmark in 1967, and it is listed on the National Register of Historic Places. What most people don't know about Hollywood is that while it is a place of major historical importance, it continues to be one of the most beautiful cemeteries that individuals and families from the nearby counties of Henrico, Chesterfield, and Hanover – as well as the City of Richmond – still select as the place to provide for the memorialization of loss loved ones.

Located on the north end of the Robert E. Lee Bridge or just off the Belvidere Street Exit of I-195, you can reach Hollywood by car from most of the suburbs within minutes. Once inside the cemetery gates, one quickly notices that Hollywood's natural setting is designed to encourage families and other visitors to explore and take time to reflect and remember.

Another interesting fact about Hollywood that most people don't know is that the cemetery is a not-for-profit, not-stock corporation that is actually owned by its lot owners. While many cemeteries are owned by an individual or group of individuals that directly profit from its operation, all of Hollywood's income is used to directly offset its operating expenses. The balance is invested in order to generate additional income to provide funds for the future perpetual care of the cemetery grounds.

Hollywood's Board of Directors – comprised of lot owners, is responsible for the operation of the cemetery. Under their direction, Hollywood has amassed the largest perpetual care fund of any cemetery in the state of Virginia and one of the largest of any cemetery in the country. The Board of Directors have made sure that the cemetery investments will provide for the general maintenance and capital improvements of the cemetery grounds for many years to come.

You can become a part owner of Hollywood Cemetery. For more detailed information on Hollywood Cemetery, please visit our website at: www.hollywoodcemetery.org

David Gilliam
General Manager

Get To Know Your Fellow Members
"Spotlight on Members and Suppliers"

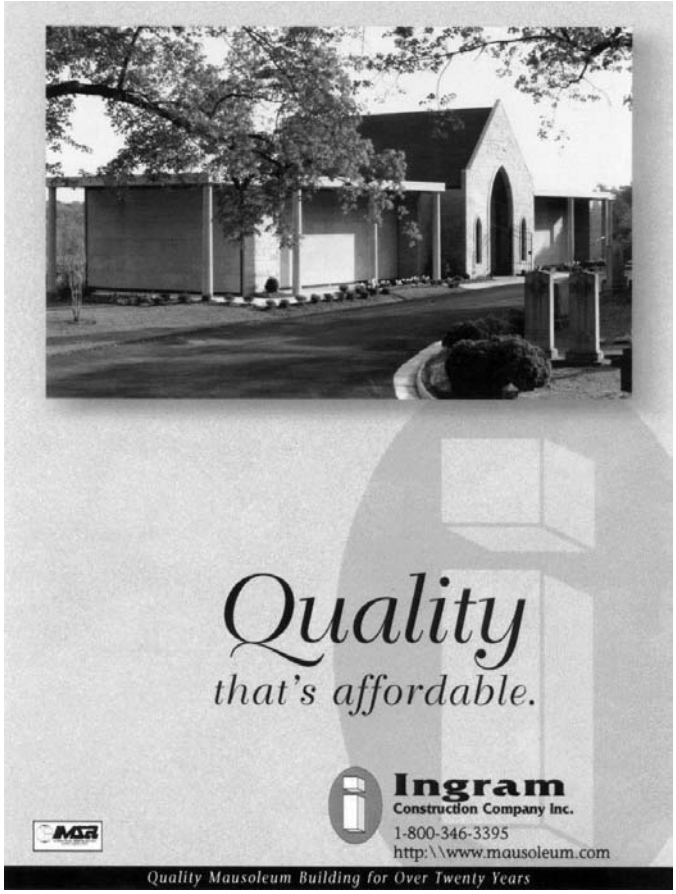
This month we have selected **Jackie Harper with Roland Vaults in Norfolk, Virginia**. Jackie Harper and Roland Vaults have been a long time member and supporter of the VCA for many many years. Jackie Harper and Roland Vaults are always one of the first to offer financial support in donations to the VCA. And as you all know, we are what we are today because of our members and suppliers support and sponsorship.

In January of this year Jackie was honored by Wilbert Funeral Services with two awards for outstanding sales. One award for her District and the second as Wilbert's 2005 MVP. She was very excited and proud for Roland Vaults and stated, "I am very appreciative of our employees who work very hard manufacturing our products and those who service your vaults daily. I love our customers and I am extremely thankful to those who choose Roland Vaults, Ltd. as their Burial vault supplier."

Jacquelynne Kaye Jarvis Harper's hometown is in So. Charleston, WV. Born on August 27th. Jackie is the Vice-President, Sales & Marketing for Roland Vaults, Ltd. Norfolk, Va.
She is married to Jerry Harper (the best husband in the whole wide world) and has two children: Jonathan Christopher Weller & Gerald Warren Harper Jr. Jackie and her son moved to the beach in February 1989 and she began employment with Roland Vault in May 1989.

In getting to know her better we have found out the following facts:

- Last smart thing you did? Jerry and I joined First Baptist Church Suffolk, Virginia.
- Last dumb thing you did? Start too many projects at the same time.
- Favorite meal? Chicken Picatta with fettuccine Alfredo.
- Favorite movies? All "chick" movies: "Steel Magnolias", "While you were Sleeping" and "You've Got Mail".
- Favorite song? "Amazing Grace".
- Last Book Read? "The Purpose Driven Life" and "The Wedding".
- Hobbies? Collecting cook books. I always read to see if maybe I would like to make a particular dish if I had to. Jerry has done most of the cooking in the last few years!
- If you could change one thing about yourself, what would it be? Lose weight!!
- Secret vice? Fat Free, Sugar Free Pudding. Try it, it tastes good.
- Favorite Restaurant? Sumo Japanese Steak House
- Your favorite night on the town? Dinner with Jerry and our friends.
- Favorite TV shows? "JAG" and any program from the "Food Channel."
- Favorite sport? NASCAR and Golf, not as a participant but to watch.
- Last Vacation? Athens, Georgia. We visited Gerald & Heather, our grandchildren Rachel (10 years old) and Ethan (7 years old).
- Pets? 15 year old cat named "POOH".
- Of what achievements are you most proud? My husband Jerry, and our children and My two Wilbert awards I just received.



EMETERY
SOCIATION

LEGISLATIVE COMMITTEE UPDATE

By Mike Doherty

Last year's 2005 session of the Virginia General Assembly was relatively quiet. One piece of legislation with which the Cemetery Board and VCA collaborated was SB 1166 introduced by Senator Stolle.

Now codified at Code of Va. 54.1-2342, this legislation amended the penalty provisions of the cemetery act to clarify that (1) the misdemeanor and felony references apply to criminal prosecution and conviction, and (2) individuals may be held responsible for violations of the act. A few years ago the Virginia Court of Appeals had ruled that only the cemetery company could be held criminally responsible.

The VCA keeps lines of communication open with our counterparts at the Virginia Funeral Directors Association. We have been invited to their Legislative Committee meetings, and share cemetery issues with them. This has led to a cooperative spirit whereby we can work together on issues important to each other (or both). This year, VCA President Ann Marie Samuel delivered the VCA report to the annual Virginia Funeral Directors Association meeting in Richmond. Likewise incoming Virginia Funeral Directors Association President Larry Hemenway spoke to us at the VCA annual meeting in Norfolk in June.

We are coming up on a statewide election year in 2006. This is a great opportunity for VCA members to begin or renew relationships with legislators. All legislative contacts are important. However, since most cemetery and funeral legislation passes through General Laws committees, contacts with those members are crucial. The VCA Legislative Committee can help you identify General Laws committee members in your area. Contact Mike Doherty (703) 608-5888 if you need assistance identifying legislators or planning what to say or how to meet them. We have been very successful in our ongoing meetings with key legislators. But you cannot rely upon our efforts. A truly successful legislative agenda requires the personal contacts of individual members! Please get involved and do your part.

OSHA

A 9-step program you must follow

Your company must set up a right-to-know program and training sessions. The steps involved in this process:

1. Make a chemical inventory of all materials you use that contain hazardous ingredients or that can create hazards during use.
2. Obtain a Material Safety Data Sheet (MSDS) for each chemical, and maintain an MSDS file, which must be accessible to all worker on each shift. Cross-reference the list in #1 to the MSDS file.
3. Review all the MSDS sheets, and assess each for potential hazards, required protective equipment and specific training needs.
4. Prepare your written program. Keep this on file in the program manager's office.
5. Trained employees should understand what the right-to-know law says, how to read an MSDS and the types of hazards they might encounter.
6. Train your employees about the specific hazards in their workplace. You, or an industrial hygienist, should determine hazards by reviewing all of the MSDSs in #3.
7. Have employees sign a log after the training sessions, indicating that they attended and received the information.
8. Check labels on all listed materials to ensure that they meet the labeling requirements. Add any additional necessary information to labels prior to making such products available for use.
9. Train new employees before they start work.

The easy-to-read Federal OSHA Compliance Manual for the Cemetery and Funeral Industry, prepared for the ICFA by Techne-Train, can be purchased for $145.00 by calling the ICFA at 1-800-645-7700.