

# OCA ALERT

**OCA**  
OHIO  
CEMETERY  
ASSOCIATION

Caring professionals  
moving forward  
together

July 24, 2017 **Revised**

Issue #3

We hope you have made plans for our upcoming Summer Convention at the Hilton Garden Inn in Cleveland eastern suburb Mayfield Village. The convention kicks off with a golf outing at 9 a.m. at the beautiful Stonewater Golf Club on Monday, July 31, with a reception, dinner and other social activities and games to follow. It will be a fine way to get things going at this three-day event. Call the Hilton for room reservations, 216.646.1777 and OCA, at 937.885.0283 to reserve your convention arrangements.

Tuesday, August 1 will get started with our keynote address by Dennis Roche at 9 a.m. at the Hilton. Dennis was the long-time CEO of the Greater Cleveland Convention & Visitors Bureau and creator of the amazingly successful Positively Cleveland campaign that was instrumental in bringing the RNC convention to the city. Before that he served as executive director of the Greater Cleveland Growth Association, the chamber of commerce, and he has much to say about marketing, branding, customer care, and how to create business plans that work.

Following, we will hear from Don Winsett, VP of National Business Development, of The Davey Tree Expert Company. Don is a 30-year veteran of the green services industry and a pacesetter thought leader. He's an oft-quoted industry expert and a frequent speaker on tree maintenance, storm readiness, irrigation management and landscape industry success. Then in the afternoon a pleasant visit to historic, 148-year-old English garden landmark, Lake View Cemetery for Field Day.

The next day, August 2, will feature a number of break-out sessions appealing to branding, township and municipal cemeteries, operations, and financial considerations. They start at 9 a.m. and will go throughout the day. We are trying to accommodate the needs of all cemeteries – small and large, and everything in between during these sessions, which should address all needs of our varied members.

This is a don't miss occasion. A lot of fun and much information and continuing education for all – in the OCA tradition.

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Dpn't miss our new Links Library. Check out the [ohiocemeteryassociation.com](http://ohiocemeteryassociation.com) website, and click on our new Links Library. Currently, the Library features all the speeches from our Spring Conference in March. We are recording all the talks on our program for the upcoming Summer Convention. You don't have to take notes, just tune into the next edition of Links Library to remember the comments from our expert speakers and pass this helpful information to your staffs.

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See you at the Hilton Garden Inn at Mayfield Village on the 31<sup>st</sup> of July and the 2<sup>nd</sup> of August, 2017.

**(Please check the [ohiocemeteryassociation.com](http://ohiocemeteryassociation.com) website or the current issue of OCA Journal for more information.)**