

OCA Journal

April 2024 | Volume 14 | Issue 2
Publication of the Ohio Cemetery Association

Mark Your Calendar



Music & Arts Festival 2024
Sunday July 28, 2024 1:00 pm - 4:00 pm

Riverside Cemetery - Cleveland
3607 Pearl Road | Cleveland, OH 44109

Live local bands, art vendors, and handmade crafts.

More information can be found on the website
under [Cemetery Upcoming Events](#).

OCA Annual Convention
Trade Show/Golf Outing/Field Day
August 5-6-7 2024

Golf - Monday - August 5
Field Day Tuesday- August 6
Embassy Suites – Blue Ash
4554 Lake Forest Drive, Blue Ash, OH

More information can be found on the website
under [Upcoming Events](#).

OCA Fall Maintenance Event
Thursday, October 3, 2024

City Of Dover Cemeteries

More Information Will Be Sent When Available

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Cemetery News Centerville - Washington Township

Centerville-Washington Township Cemetery Expands Options



Responding to an increasing interest from residents, Washington Township is pleased to announce that the Centerville-Washington Township Cemetery has expanded its inurnment options with the addition of a new columbarium. The Township Cemetery, located at 68 Maple Ave., is the only active Washington Township burial ground, with more than 2,300 gravesites on ten acres. "We have heard from so many families who want their final resting place to be at the Township Cemetery," said Public Works Director, Tim Franck. "But there simply isn't much acreage remaining for burial sites or development, so we started to look for other ways to accommodate residents and their families. We are pleased to now have a solution in the form of a 24-niche columbarium as a place to hold urns and memorialize loved ones," said Franck. A columbarium offers an alternative to scattering ashes and provides a final resting place in which to visit and pay respects. To view pricing visit www.washingtontwp.org/cemeteries or scan the code. To set up an appointment with the Cemetery office, please call 937-433-0150.

Supplier News Digital Marketing

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Voice Search Optimization in Deathcare Industry: Staying Ahead

The digital age has brought about a significant transformation in how businesses operate and market their services. For the deathcare industry, embracing digital trends and optimizing for voice search is now more important than ever before.

In this blog, we'll explore the latest trends and strategies for optimizing websites for voice search, discuss the impact of voice assistants like Siri, Alexa, and Google Assistant on SEO, and provide actionable tips for website owners in the deathcare industry to improve their voice search rankings.

Understanding Voice Search

Voice search has witnessed a rapid rise in popularity thanks to the convenience and ease it offers users. People can now ask questions, perform searches, and receive instant responses simply by using voice commands with devices like smartphones, smart speakers, and more. This shift in user behavior has significant implications for businesses across various industries, including the deathcare sector.

Impact of Voice Assistants on SEO

Voice assistants, such as Siri, Alexa, and Google Assistant, have become integral parts of our daily lives. When users employ voice commands to search for information, they often receive a single, spoken response rather than a list of search results. This means that securing a top spot in these voice search results is essential for businesses aiming to capture the attention of potential customers.

Trends in Voice Search Optimization

- 1. Conversational Keywords:** Traditional keyword research has evolved to incorporate more conversational and natural language queries. Optimize your content for long-tail keywords that mimic the way people speak.
- 2. Featured Snippets:** Voice search results often come from featured snippets (also known as position zero). Structured content that succinctly answers common questions is more likely to be featured.

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3. **Local SEO: Optimize for local SEO** by ensuring accurate and up-to-date information in your Google My Business listing. Voice searches often include phrases like "near me" or "local."
4. **Mobile Optimization: As most voice searches occur on mobile devices**, ensure your website is mobile-friendly and loads quickly. Google prioritizes mobile-responsive sites in voice search rankings.
5. **Structured Data Markup: Implement structured data markup (Schema.org)** to provide context to search engines about your deathcare services, pricing, and location details.

Tips for Improving Voice Search Rankings in Deathcare

1. **Create Voice-Friendly Content: Develop content that directly addresses common voice search queries within the deathcare industry.** FAQs, how-to guides, and informative blog posts can serve this purpose.
2. **Optimize for Position Zero: Craft your content to provide clear, concise answers to frequently asked questions.** Securing position zero in voice search results should be a top priority.
3. **Build Trust and Authority: In the sensitive realm of deathcare, trust and credibility are paramount.** Publish accurate information, link to reputable sources, and maintain a professional online presence.
4. **Monitor and Adapt: Continuously monitor the performance of your voice search optimization efforts using tools like Google Analytics and Google Search Console.** Adjust your strategies based on data insights to stay competitive.

In conclusion, voice search optimization is no longer a choice but a necessity for businesses in the deathcare industry. Embracing the latest trends and strategies and understanding the impact of voice assistants like Siri, Alexa, and Google Assistant on SEO can help funeral homes, crematories, cemeteries, and memorial services reach a wider audience and provide better service to those in need during sensitive times.

Have questions? Email Todd@deathcareseo.com or call/text him 513-331-8101.

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Supplier News Eickhof Columbaria

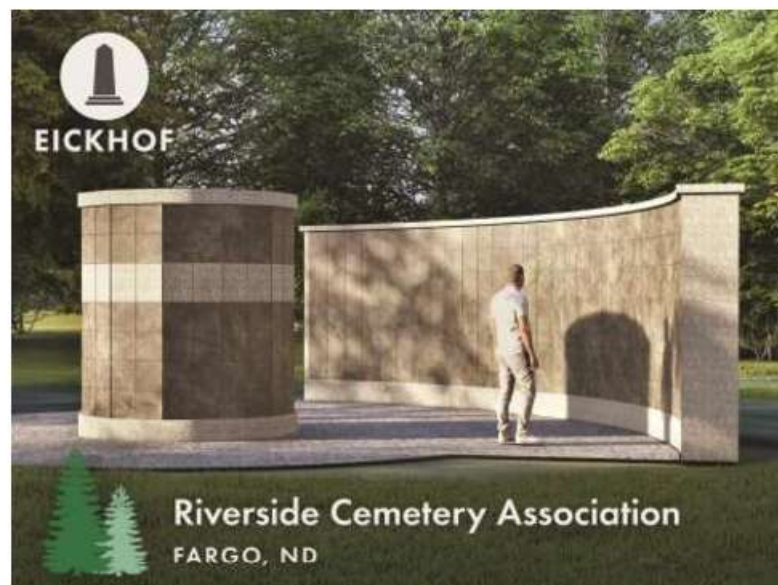


Fargo Cemetery Partners with Eickhof Columbaria Inc. for Fabrication and Installation of a New Columbarium

Fargo, ND. (February 22, 2024) - The Riverside Cemetery Association in Fargo, North Dakota, is planning a new memorial space with columbaria for families seeking cremation memorialization. When the first phase is complete, it will provide space for the respectful inurnment of over 1,200 individuals. Columbaria have separate inner recesses, called niches, that hold urns. Each niche in this new space will accommodate two funerary urns, making them suitable for married couples or an individual person. Once the inurnment is complete, the names of the individuals are sand carved into the granite, as well as their birth and death dates. The columbarium, built by Eickhof Columbaria in Crookston, Minnesota, is finished in granite quarried in North America.

For more information on Eickhof Columbaria, visit www.eickhofcolumbaria.com. Join the conversation on social media by following us on Facebook and Instagram at @eickhofcolumbaria.

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OCA Journal

Cemetery News Calvary Cemetery



Calvary Cemetery

The corporate slogan of Calvary Cemetery in Dayton, OH is “Creating Community and Celebrating Lifetimes.” On the surface, this slogan speaks to many of the functions of a Catholic cemetery, we remember and celebrate the lives of those who are buried in the cemetery primarily through permanent memorialization. The memorial, a lasting vision of love, creates a space where the family community can remember, gather, and celebrate. To date, there are almost 90,000 burials at Calvary Cemetery covering many generations since our founding over 150 years ago.

Like much of the country, the Catholic community in the Dayton area is changing. Many of the historic Catholic hospitals, schools, and parishes are consolidating into parish families; some are even closing. However, in spite of the all the closures and regionalization around parish families, the one constant in the Catholic community for Dayton remains Calvary Cemetery. We are, in essence, the one place that can unify the community, as most Catholics in Dayton have family buried at Calvary.

The slogan of “Creating Community and Celebrating lifetimes” can then become the vehicle around which our whole marketing strategy is based. As a Catholic cemetery, we are blessed at Calvary with a marketing budget that allows us to reach into the larger Dayton community and help to build up the community. We accomplish this in four areas: Events, Parish Sponsorships, Scholarship programs, and Community Partnerships.

The marquee event at Calvary Cemetery is Angel Night, an annual celebration of the Victorian-era angel monuments that adorn the cemetery, attracting over 3,000 attendees annually. For many years this was in person event with wagon rides, music in the main chapel, and crafts. However, as the popularity of the event increased, the crowds became too large for our small

Cemetery News Calvary Cemetery continued from page 7.

space. We shifted this past year to a drive through style event, allowing many more people to attend that could previously not walk the event zone, such as nursing homes and senior communities. Through a partnership with the local classical music station, we even recorded a two hour radio program that was broadcast through much of Eastern Indiana and Central Ohio. This allowed the entire Dayton region to “attend” by listening to the radio, even if they were unable to attend in person. Angel Night also involves the many local groups such as the Knights of Columbus and La Sertoma. Other cemetery based events throughout the year include historical tours, Masses, rosaries, and lectures from the local natural history museum; these events are key at building up the local community as they allow for the public to experience the cemetery in a way that is not tied to the passing of a loved one.



Calvary Cemetery

Parish Sponsorships are another important place that the cemetery can help to build the local Catholic community. For many years, we used to place a small 2”x2” ad in parish bulletins. However, in recent years, especially with the decline in Mass attendance, we have shifted to sponsoring events at the parishes. At Calvary, we make sure to sponsor at least 20 parish based events throughout the Dayton region each year. We have set up information booths at parish festivals, fish fries, golf outings, and community gala’s. It is amazing the impact that you can have on the community, the conversations about family life and faith that can be shared in an informal setting. From a business perspective, we speak with a number of people that come into the office to pre-plan just because they saw our banner at their local parish event, some even say it was a heavenly reminder for them to pre-plan at the cemetery.

Another great program that allows Calvary to help out the community is our annual “God and Country” Scholarship program. Initially envisioned as a single scholarship at the University of Dayton to a uniformed service member, this program has also evolved. Presently, we award scholarships to local Catholic high school students based on their volunteering in their local community. This year each recipient volunteered over 200 hours at high school events, one even served as a Senate Page! However, in reaching out to the local Catholic high schools, and awarding their students involved in their community, it is again softly reaching out to families that the cemetery is an important part of the local Catholic community.



Calvary Cemetery

Community Partnerships allow Calvary to reach out even beyond the local Catholic community and are vital in showing the community that Calvary Cemetery is involved throughout the entire Dayton region. In the past we have had baby food/clothing drives for Hannah’s Treasure Chest, sponsored the national anthem before University of Dayton basketball games, regional OVI Task Force presentations, donated to Dayton Children’s Hospital, assisted at literacy centers, underwritten golf outings for Right to Life, advertised on Dayton’s PBS stations, collaborated with local BSA troops on various projects in the community/cemetery clean up days, sponsored many events at Ohio’s Hospice of Dayton, partnered with a classical radio station during Angel Night, photography contests, solar eclipse viewing site, and much more. By generously giving of our time and

talents throughout the community, it helps show that Calvary is an involved and important member of the community— serving both the urban core of the city and the suburbs.

Cemetery News Calvary Cemetery continued from page 8.

The community partnerships also create new ambassadors in the community, as the leaders of the various non- profits speak about their great experience with the cemetery.

Community building, and community based marketing, has proven vital in the success that we enjoy here at Calvary Cemetery in Dayton, OH as we strive to “Create Community and Celebrate Lifetimes since 1872.”

Calvary Cemetery: Partnership Marketing Scott Wright, M.Div., CCCE
Community Outreach Director
OCA Board Member, OCA President 2023



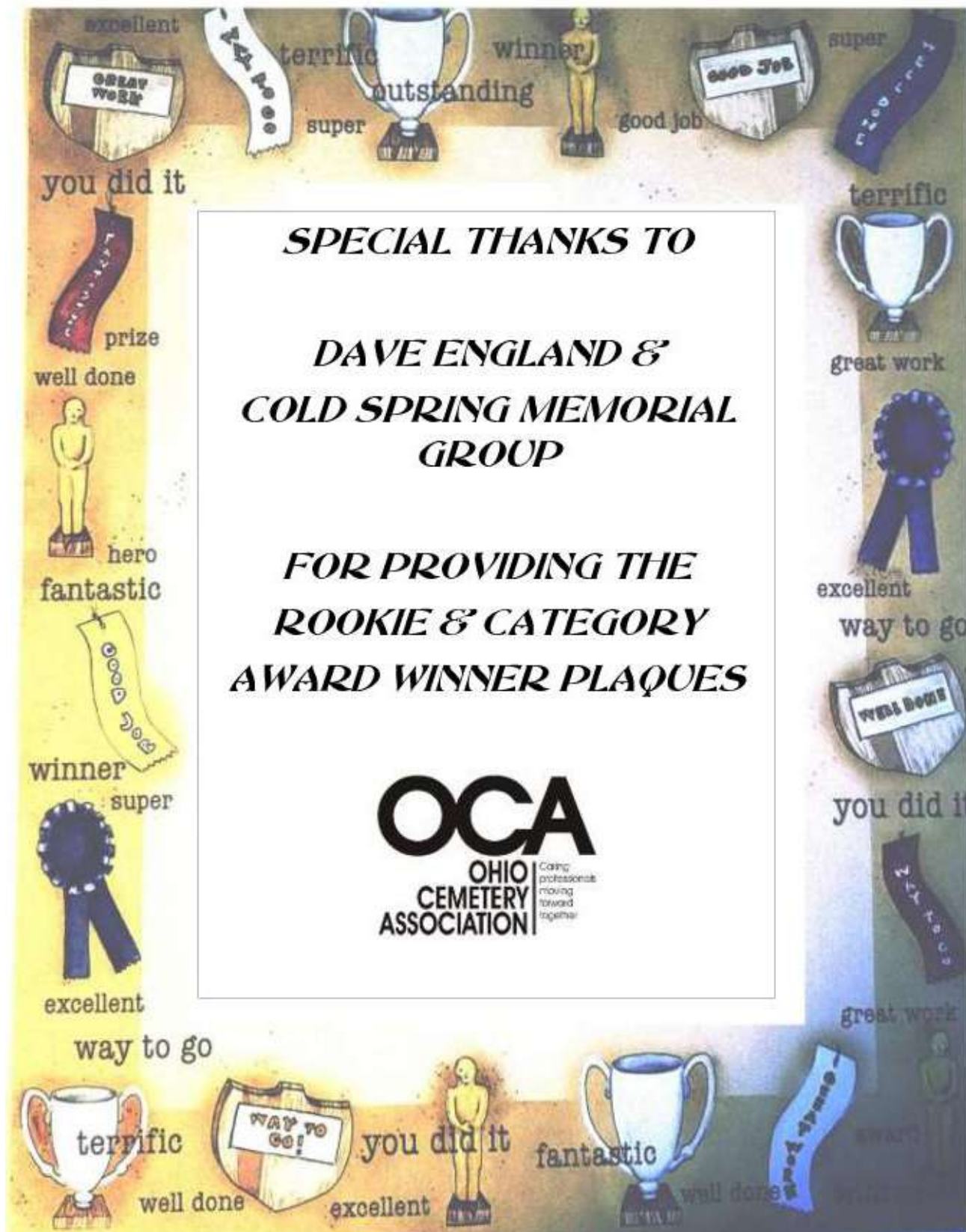
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Awards Night Thank You to Cold Spring



2023 Award Winners

2023 AWARD WINNER/ROOKIE PLAQUES WERE PRESENTED AT THE OCA AWARDS NIGHT ON MARCH 2, 2024



CATEGORY 2

SCOTT WRIGHT – CALVARY CEMETERY – DAYTON

ERIC BALL – SUNSET HILLS BURIAL PARK – CANTON

LOLA AUSTIN – SUNSET HILLS BURIAL PARK – CANTON

JEFF BRACK – LAKE VIEW CEMETERY – CLEVELAND

TESS SHERICK – CALVARY CEMETERY – DAYTON

ANNA FERRO – LAKE VIEW CEMETERY – CLEVELAND

RUSS SMITH – CALVARY CEMETERY – DAYTON

CATEGORY 3

JORDIN FLOYD – AMERICAN CEMETERY SERVICES – WOOSTER

DOUGLAS TINSMAN – CALVARY CEMETERY – DAYTON

CATEGORY 4

JOSHUA HEINEY – AMERICAN CEMETERY SERVICES – WOOSTER

KRISTI WOODWARD – AMERICAN CEMETERY SERVICES – WOOSTER

ADAM WILL – AMERICAN CEMETERY SERVICES – WOOSTER

ROOKIES

ANN ECKHARDT – AMERICAN CEMETERY SERVICES – WOOSTER

BRIANNA WILSON – AMERICAN CEMETERY SERVICES – WOOSTER

JENNIFER MILLER – AMERICAN CEMETERY SERVICES – WOOSTER

KATRINA TRINER – SUNSET HILLS BURIAL PARK – CANTON

MARSHA GULAS – LAKE VIEW CEMETERY – CLEVELAND

VISIT THE OCA WEBSITE UNDER 'PAST EVENTS' FOR SLIDESHOW OF THIS EVENT

<https://www.ohiocemeteryassociation.com>

2023 Award Winners



Paul O'Brien (OCA President) and John Ohnstad (former Matthews Rep) presented the 2023 President's Plaque to Scott Wright of Calvary Cemetery.



Scott Wright Of Calvary Cemetery.



Group Picture of 2023 Award Winners.

Welcome New Members!

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MONICA JOHNS

Johns-Carabelli Semerano Monuments
4202 Mayfield Road
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Update From Sedgwick



Industrial Commission hearings *Continuance requests*

If you are an employer who has an injured worker with an active workers' compensation claim, then there is a good chance that you will be scheduled for an Industrial Commission (IC) hearing at some point in time.

The Industrial Commission adjudicates all contested matters and will schedule a hearing at one of the 12 IC offices located throughout the state. Typically, the hearing is scheduled at the IC office closest to the Injured Worker's home address.

Occasionally, when the hearing is set there is a need to request a continuance (postponement) of the hearing. In order to have a hearing successfully continued there are a few best practices that can help move the request in a positive direction.

The first step is identifying and communicating to the Industrial Commission that there is "good cause" or an "extraordinary circumstance" that warrants the request.

Let's first review a "good cause" continuance request. For a continuance request to be considered "good cause" it must be filed with the Commission at least five calendar days prior to the date of the hearing. This scenario most often accompanies a known schedule conflict that cannot be adjusted so that you are able to attend the hearing. Providing as much proof as you can to support your schedule conflict is the best option for securing a successful continuance. This can be in the form of a statement on your company letterhead detailing the specifics of the conflict or perhaps copies of travel documents that show you will be out of town on the date of the hearing.

The next category is "extraordinary circumstance". This scenario most often involves unexpected illness, hospitalization, or family emergency. These are

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circumstances that could not have been foreseen or pre-planned and can be requested up to the day of the hearing.

When either type of continuance request is needed a continuance request form can be completed on the Industrial Commission's website or you can print off the continuance request form and fax it directly to the IC office where the hearing is scheduled.

All hearing continuance requests are processed and addressed by the local Hearing Administrator. It is their sole discretion as to whether the request meets one of the above two standards.

As with all hearing related items, your claims team at Sedgwick can help you file your request for continuance and make sure that the IC's best practices are followed.

If you have any questions, contact our Sedgwick program manager, Rejeana Woolum-Napier, at (614)359-2403 or rejeana.woolum-napier@sedgwick.com.

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WAREHOUSE SAFETY

You may have seen, over the years, an increase in warehouse operations in your area. This is due to the industry's significant growth since 2011. According to the Occupational Safety and Health Administration (OSHA), warehousing and distribution facilities have experienced a surge in employment from 668,900 to 1,713,900. The study included industries in warehousing and distribution centers, mail/postal processing and distribution centers and parcel delivery/courier services. Unfortunately, the increase in employment has also shown an increase in employee injuries.

From 2017 to 2021, the average incidence rate of nonfatal occupational injuries and illnesses and the average days away restricted or transferred rate (also known as DART) were significantly higher than the private general industry rate. The Private Industry Rate showed a recordable case rate of 2.76 and a total DART rate of 1.6. The warehouse industry average showed a total recordable case rate of 4.17 and a total DART rate of 3.64. Check to see how your Injury and DART Rate compare.

With the increase in injuries, it is essential to ensure you have implemented the appropriate safety programs and trained employees on hazard identification and resolution. To get an idea of what those warehouse hazards are, OSHA performed several inspections over the years and came up with the following areas of concern: powered industrial vehicles; slip, trip, and fall hazards; blocked aisles/means of egress; heat hazards; and ergonomic hazards. Although this is only part of the list, it can help provide a starting point for identification of hazards in your organization.

Below are some potential solutions to those hazards.

1. **Powered Industrial Vehicles (PIV's) Hazards**
 - a. All employees operating PIVs must be adequately trained.
 - b. Never exceed the rated load of the PIV and ensure it is stable.
 - c. Watch for pedestrians and observe the speed limit.
 - d. Use horns at cross aisles and obstructed areas.
 - e. Never, ever give rides to passengers.
2. **Slips, Trips and Fall Hazards**
 - a. Train workers on fall protection systems and ensure they are appropriately used.
 - b. Keep floors and aisles clear of trip hazards such as cords, pallets, boxes and hoses.

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- c. Ensure spills or wet areas are cleaned up as soon as possible.
 - d. Ladders should be inspected before use and always used properly. Do not allow ladders to be used as platforms or placed on boxes, barrels or pallets to obtain additional height.
- 3. **Blocked Aisles/Mean of Egress Hazards**
 - a. Fire extinguishers, eye wash/safety shower stations and electrical boxes should always remain clear and accessible. Best management practices suggest three feet of clearance.
 - b. Ensure exit doors are kept clear in the event of an evacuation.
 - c. Check emergency lighting for proper functionality.
- 4. **Heat Hazards**
 - a. New and returning workers should gradually be acclimated into the workplace to build a tolerance to the heat.
 - b. Provide breaks that include water or electrolytes and cool/shaded areas.
 - c. Train workers on the symptoms and dangers of heat hazards, such as heat stress or heat exhaustion and the steps to take for proper medical assistance.
- 5. **Ergonomic Hazards**
 - a. Ensure employees understand proper lifting techniques and weight limitations.
 - b. Review and train employees on the need for material handling equipment to assist in lifting objects.
 - c. Train employees on the signs and symptoms of Musculoskeletal Disorders (MSDs). MSDs include injuries such as carpal tunnel syndrome, trigger finger and epicondylitis.

Employers can create a secure environment that promotes employee well-being and enhances overall operation efficiency by prioritizing warehouse safety through training, communication, and proactive measures. Regular reviews and updates to safety protocols are essential to adapt to changing circumstances and technologies.

As final note, OSHA has placed warehouse safety as one of their National Emphasis Programs or NEP's. NEP's are designed to focus OSHA's resources on particular hazards and high-hazard industries. For further information on the OSHA NEP for Warehouse Safety, go to:

https://www.osha.gov/sites/default/files/enforcement/directives/CPL_03-00-026.pdf.

If you need help identifying potential hazards in your workplace, please contact Andy Sawan, Risk Services Specialist at Sedgwick at andrew.sawan@sedgwick.com or 330-819-4728.

