



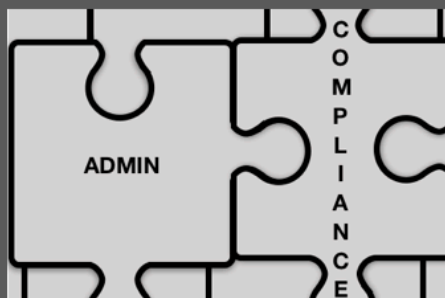
# GEORGIA CEMETERY ADVISOR

GCA's e-newsletter

## 2 OPPORTUNITIES TO FURTHER YOUR BUSINESS



CHOOSE YOUR DATE  
FOR THE ONLINE  
**GO DIGITAL** VIDEO WORKSHOP  
Open all day!  
Wednesday OCTOBER 23, 2019  
or  
Wednesday OCTOBER 30, 2019



## ADMIN & COMPLIANCE SEMINAR

PEACHTREE CORNERS, GA  
9 am - 3 pm  
Wednesday NOVEMBER 20, 2019

## UPCOMING OPPORTUNITIES

**1+**

"GO DIGITAL"  
ONLINE WORKSHOP

**2+**

ADMIN &  
COMPLIANCE  
SEMINAR

**3+**

ANNUAL  
CONVENTION  
ATLANTA

**= SUCCESS**

## President's Message

Registration Forms are attached to this newsletter!

I want to personally invite you to our next two workshops. Choose either October 23rd or October 30th to attend the **GO DIGITAL** online video workshop. Also, make sure to register for the Admin & Compliance Seminar happening November 20th. Registration forms are attached to this newsletter. Thank you for your membership!

Nick Startup  
President

**1**

**PRESIDENT'S  
MESSAGE**

GO DIGITAL ONLINE  
WORKSHOP

**2**

**WHAT'S NEXT**

ADMIN &  
COMPLIANCE  
SEMINAR

**3**

**ARTICLE**

INCREASING REVENUE  
&  
REGISTRATION FORMS

## WORKSHOP WEDNESDAYS – GO DIGITAL! CHOOSE YOUR DATE OCTOBER 23 OR OCTOBER 30

Your files are getting older, harder to read, and you have to drive to your cemetery anytime someone calls to check their arrangements. NOT ANYMORE! Register now to join the GCA for the **GO DIGITAL** workshop to learn how to preserve your files, make more efficient sales, and create digital documents that will take stress off of you and your staff.

Choose the date you wish to join our 2.5 hour Video Workshop:

Wednesday October 23rd (ALL DAY ACCESS) Plus the PDF GO DIGITAL GUIDEBOOK

**OR**

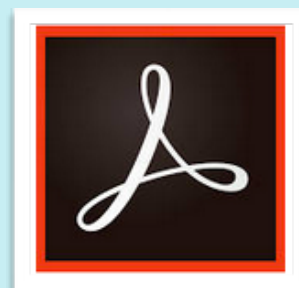
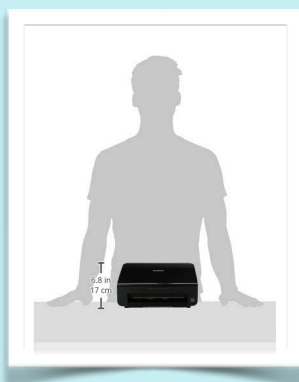
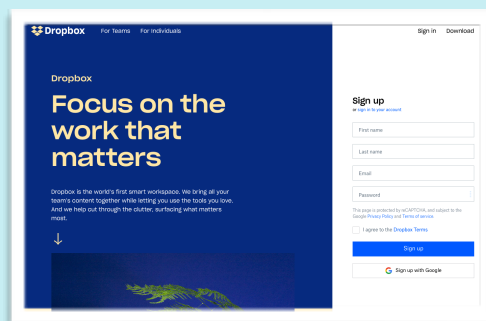
Wednesday October 30th (ALL DAY ACCESS) Plus the PDF GO DIGITAL GUIDEBOOK

We are going to *roll up our sleeves* and *get to work* learning how to streamline clerical processes and give you instant access to your records wherever you are. Included in the registration for this workshop will be a PDF Guidebook with step by step information on how to **GO DIGITAL**.

Don't miss out on this opportunity!

Topics will include:

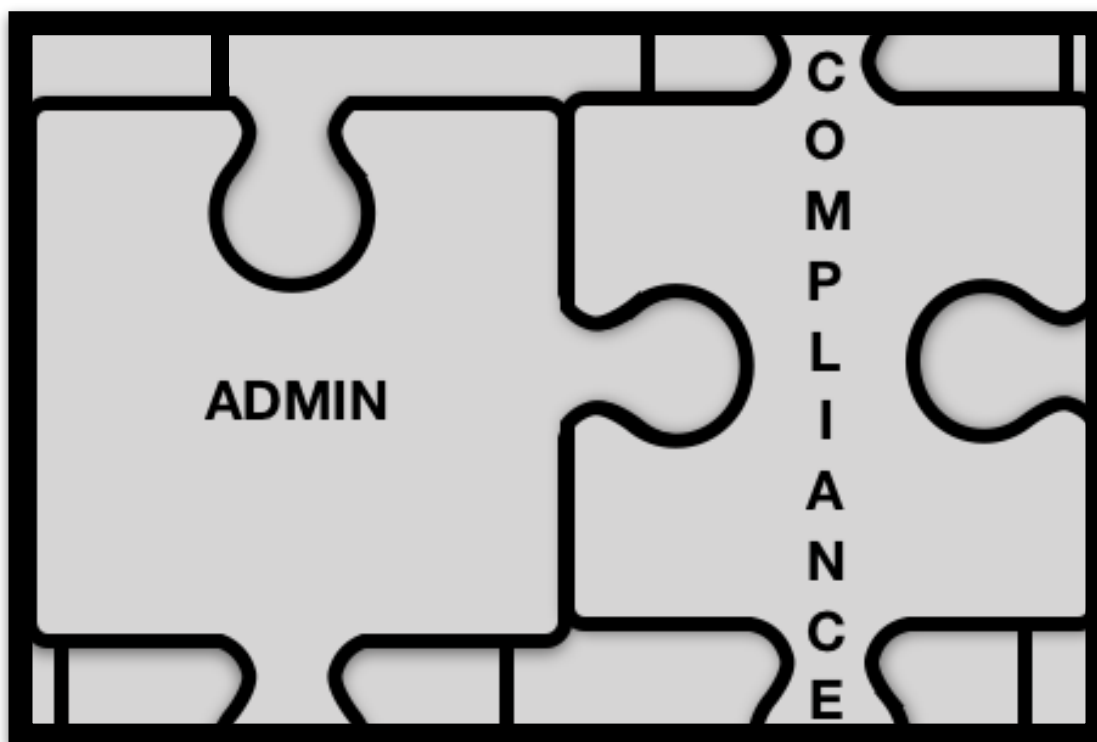
- How creating digital documents will help your business
- Different price points for going digital
- How to convert your current documents and files
- How to create digital contracts, interment orders and other digital documents
- How to navigate Dropbox and communicate with your staff instantly
- Order of operations - best practices
- Using Adobe Pro DC to your advantage
- How to scan a file - step by step
- How to extend the life of a scanner



REGISTRATION FORM FOR THIS ONLINE WORKSHOP IS ATTACHED TO THIS NEWSLETTER!

SIGN UP TODAY!

E-mail [georgiacemeteryassoc@msn.com](mailto:georgiacemeteryassoc@msn.com) for more information



## **ADMIN & COMPLIANCE SEMINAR**

WEDNESDAY,  
NOVEMBER 20, 2019

9:00 AM - 3:00 PM

Peachtree Corners, GA

Join us **November 20, 2019** to learn what it takes to elevate your business practices to ensure you are protected from costly mistakes.

We will cover Rules and Regulations, Office Management & New Technologies, Hot Topics in Human Resources, New Law Changes as well as Question & Answers with the Georgia State Board of Cemeterians.

Registration form is attached to this newsletter! Sign up today!



## INCREASING REVENUE AND INTERMENT DENSITY

By Russ Allison

Changing Places Pty Ltd

The traditional cemetery landscape design was focused on establishing grids, for rows of bodily interments. Garden areas, trees and seating were then interspersed around the grounds to enhance the visual amenity of the site. Their prime functions were to beautify the site and to make the environment more client family friendly.

With the rapid increase in the cremation rate as a percentage of bodily disposition, cemetery operators can leverage their existing site assets to create opportunities for cremation memorialization.

Installing niche walls of various shapes and sizes, provides a quick fix and somewhere to inter cremated remains. In reality niche walls don't always provide the range of merchandise to not only satisfy demand for cremation interment but to also stimulate it.

Creating a diverse range of memorialization opportunities does not require significant capital outlays.

Unsealed access paths that are edged by garden can accommodate granite pedestals, along with bronze plaques (Figure 1). The pedestals can be installed prior to selling the interment position and taking the plaque order. This enables client families to choose their preferred site and facilitates preneed sales. Depending on how the pedestals have been installed the cremated remains container can be placed underneath or adjacent to the memorial.



Figure 1... Eltham Cemetery, Vic

Where a more formal garden bed is already established, granite desks can be placed around the bed edge (Figure 2). This not only creates additional sellable interment locations but also helps to retain the mulch on the garden bed. As established beds are often amongst older bodily interment areas it also offers client families an opportunity to inter the cremated remains near to their family graves.



Figure 2... Box Hill Cemetery, Vic.

A variation on these approaches is to create a formal bed edge with lengths of pre-cored granite. The cremated remains can be interred within the core holes either within or without an urn. Not using an urn caters for those families who want a permanent location but are committed to the idea of the cremated remains 'returning' to the earth. After the interment has occurred the temporary granite seal over the core hole is replaced with the plaque (Figure 3).





Figure 3... Woden Cemetery, ACT

Provide client families with a range of choices and allow them to make an informed decision based on their tastes, incomes and preferences.

**“Creating a diverse range of memorialization opportunities does not require significant capital outlays.”**

When these memorialization areas are being created, consideration should be given to adding additional layers to the merchandise range. If bed edge positions are being sold, take the opportunity to also have positions within the adjacent garden bed available for sale. These could be memorialized with granite pedestals or elevated desks or feature rocks (Figure 4). Those positions should attract higher prices than bed edge positions.

Gaps within the bed edge and trees create a visual link to adjacent burial areas.



Figure 4... Woden Cemetery

Regardless of whether it is garden beds or pathways that are being transformed into cremation memorial locations, recognize that not all positions are identical. Create a range of pricing to tailor to reflect the value added in particular locations from more attractive gardens, proximity to historic or famous monuments or the scarcity of positions in a particular area.

*Georgia Cemetery Association*  
**GO DIGITAL Workshop Wednesday**  
**Video Workshop**

Choose the date you wish to view the video workshop:

Check one only:    ☐    October 23, 2019 (Wednesday - all day access)  
                             ☐    October 30, 2019 (Wednesday - all day access)

**REGISTRATION FORM**

Please use a separate Registration Form for each person. If additional forms are needed please copy or contact us.

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

Cemetery/Company Name: \_\_\_\_\_

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

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

Phone: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

Check ONE only	A link will be sent to your e-mail to attend the workshop
<input type="checkbox"/> GCA Current Member .....	\$ 79.00
<input type="checkbox"/> Non GCA Member .....	\$ 99.00

All registrations include video access to the workshop and a PDF step by step guidebook about the session

☐ **Check**    ☐ **Visa**    ☐ **Mastercard**    ☐ **American Express**

Print name as it appears on credit card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

ZIP CODE of billing address \_\_\_\_\_

Signature \_\_\_\_\_ CIT verification code \_\_\_\_\_

**Email Completed Registration form with payments to:**

[GeorgiaCemeteryAssoc@msn.com](mailto:GeorgiaCemeteryAssoc@msn.com)

**Questions or Need Assistance –**

Call: Executive Director - Susan Mena (770) 490-6810

Email: [GeorgiaCemeteryAssoc@msn.com](mailto:GeorgiaCemeteryAssoc@msn.com)

# *Georgia Cemetery Association*

## Admin & Compliance Seminar

Wednesday, November 20<sup>th</sup>, 2019 ~ 9:00AM – 3:00PM (registration begins at 8:30)

Peachtree Memorial Park/Crowell Brothers Funeral Home  
5051 Peachtree Industrial Blvd ~ Peachtree Corners, GA 30092

## REGISTRATION FORM

Please use a separate Registration Form for each person. If additional forms are needed please copy or contact us.

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

Cemetery/Company Name: \_\_\_\_\_

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

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

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Check ONE only

\_\_\_\_\_ GCA Current Member .....\$ 99.00

\_\_\_\_\_ Non GCA Member .....\$ 129.00

All registrations include Lunch, meeting materials and networking time with sponsoring vendors

\_\_\_\_\_ **Check**    \_\_\_\_\_ **Visa**    \_\_\_\_\_ **Mastercard**    \_\_\_\_\_ **American Express**

Print name as it appears on credit card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

ZIP CODE of billing address \_\_\_\_\_

Signature \_\_\_\_\_ CIT verification code \_\_\_\_\_

### **Mail completed Registration Form with Payments to:**

Georgia Cemetery Association - P.O. Box 681054 - Marietta, GA 30068

**OR** Fill out and email to [GeorgiaCemeteryAssoc@msn.com](mailto:GeorgiaCemeteryAssoc@msn.com)

### **Questions or Need Assistance –**

Call: Executive Director - Susan Mena (770) 490-6810

Email: [GeorgiaCemeteryAssoc@msn.com](mailto:GeorgiaCemeteryAssoc@msn.com)