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If I Owned a Cemetery

Ohio Cemetery Association

February 25, 2012

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Budget Woes Strike Most Major U.S. Cities

Research Brief

LOCAL GOVERNMENTS CUTTING JOBS AND SERVICES

Job losses projected to approach 500,000

Judge Issues Order to Rescue Cemetery

Hip Bone



Hannibal.net

HANNIBAL
COURIER-POST

Locked up: Chained entrance to Riverside Cemetery kept visitors out

Zoom Out

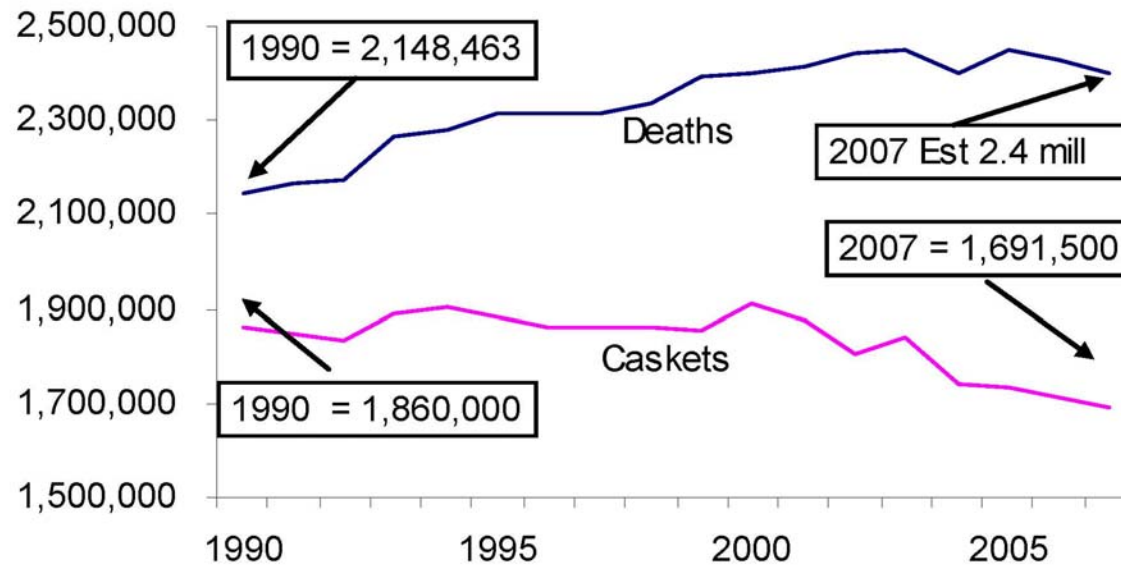
Chained entrance to Riverside Cemetery kept visitors out



The entrance to Riverside Cemetery was chained off Monday, Sept. 19, and no one knows why. Recently the president and the mower of the cemetery resigned. The supervisor of the grounds has also moved off the property. DominicGenetti /Courier-Post

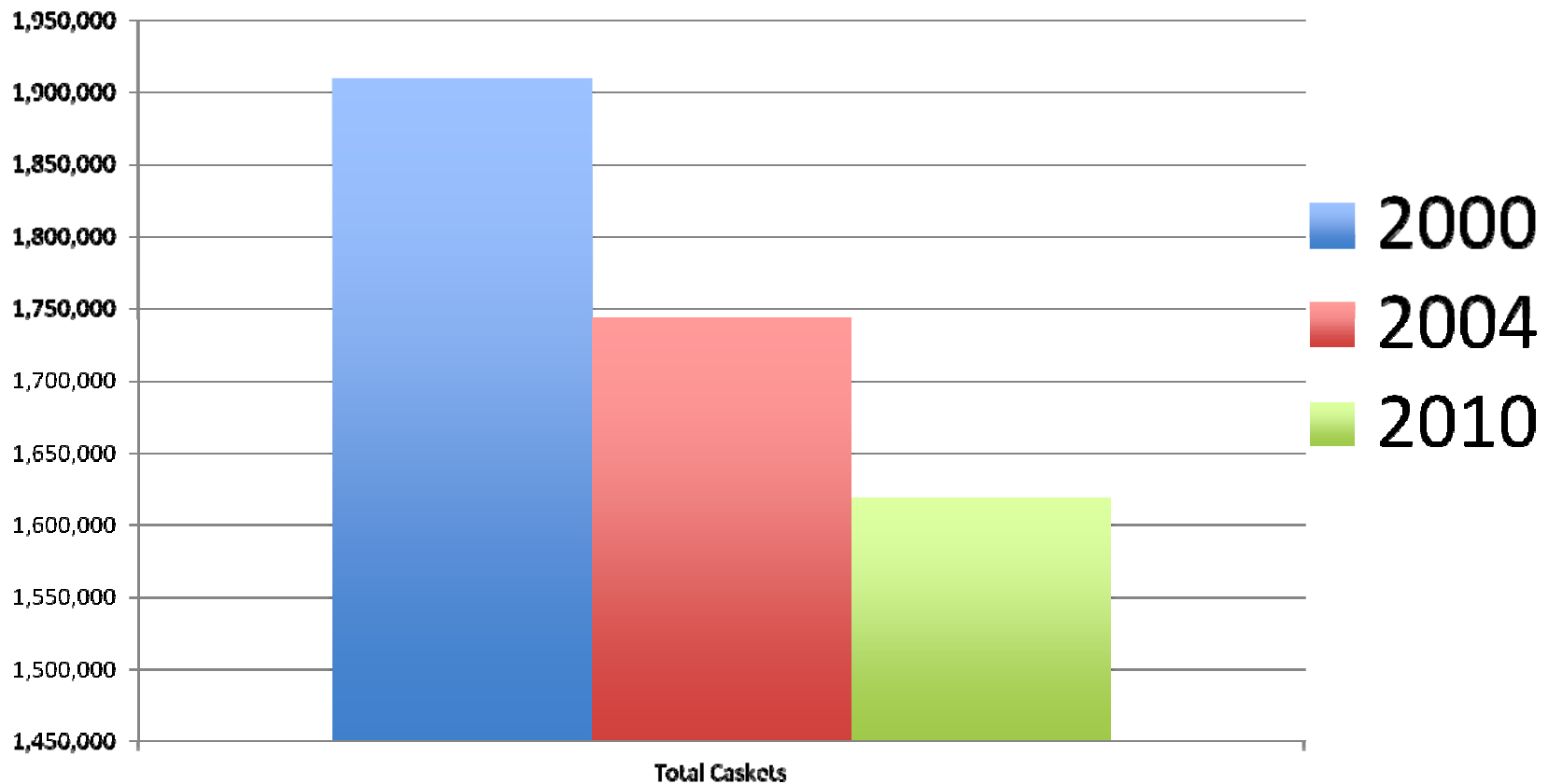
HOW DID WE GET HERE?

US Deaths Vs. Caskets



Source: National Center for Health Statistics &
The Casket Manufacturers and Suppliers Association

Casket Sales Declining > 1% per year



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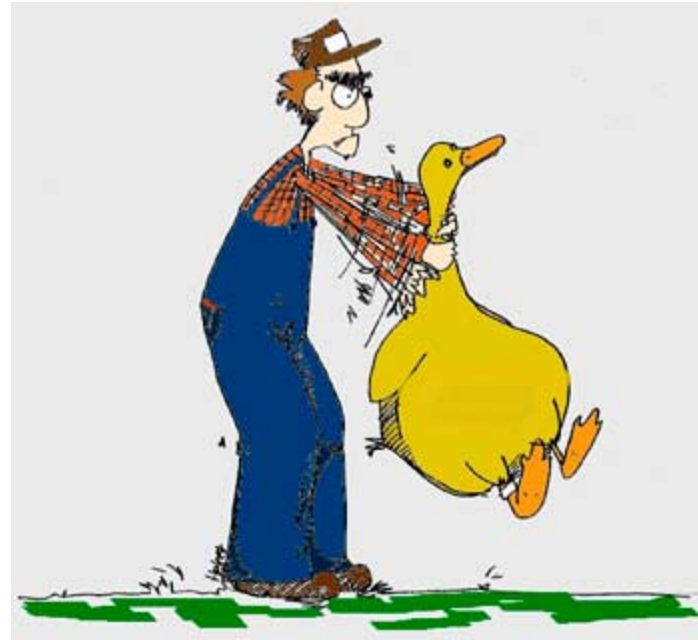
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Our Future



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Rule #1

If You Want to Change Your
Circumstances

Look Beyond Your Circumstances

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I Would Reinvent Myself



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Head Your Ship Into The Waves



Rule # 2

**Know that when you emerge
from the phone booth
To fly to the rescue...**



**The very people you are
Trying to help
Will be standing on your cape**

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*You have enemies?
Good! That means
you Stood up for
something, Sometime
in your life.*



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Be Aware



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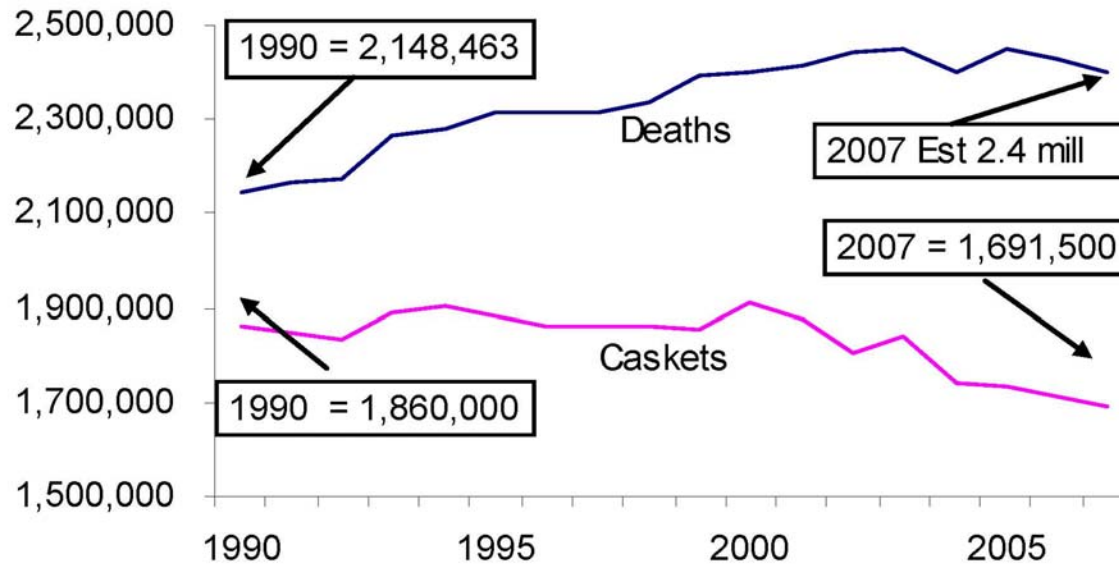
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The Old Normal



US Deaths Vs. Caskets



Source: National Center for Health Statistics & The Casket Manufacturers and Suppliers Association

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Stop Confusing

Efficiency



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Effectiveness



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The Problem is not Cremation

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The Problem
is...



No One Cares

Thomas Watson, Sr. Founder IBM

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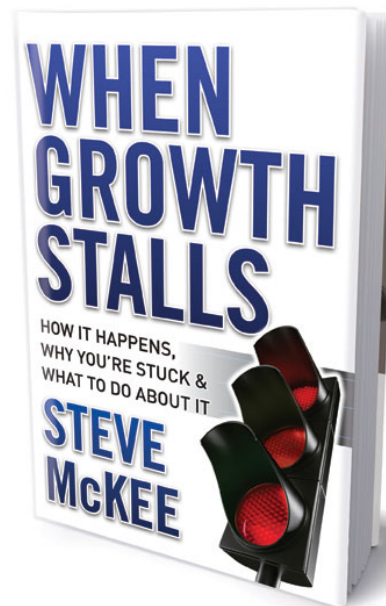
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Rule #3: Narrow My Focus to Expand My Market



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Friends of Shockoe Hill Cemetery

Stewards of Richmond's oldest city-owned cemetery, and dedicated to celebrating its history, restoring its beauty, and educating the public on its place in community life.

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What Is A Cemetery?

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...a Community Symbol



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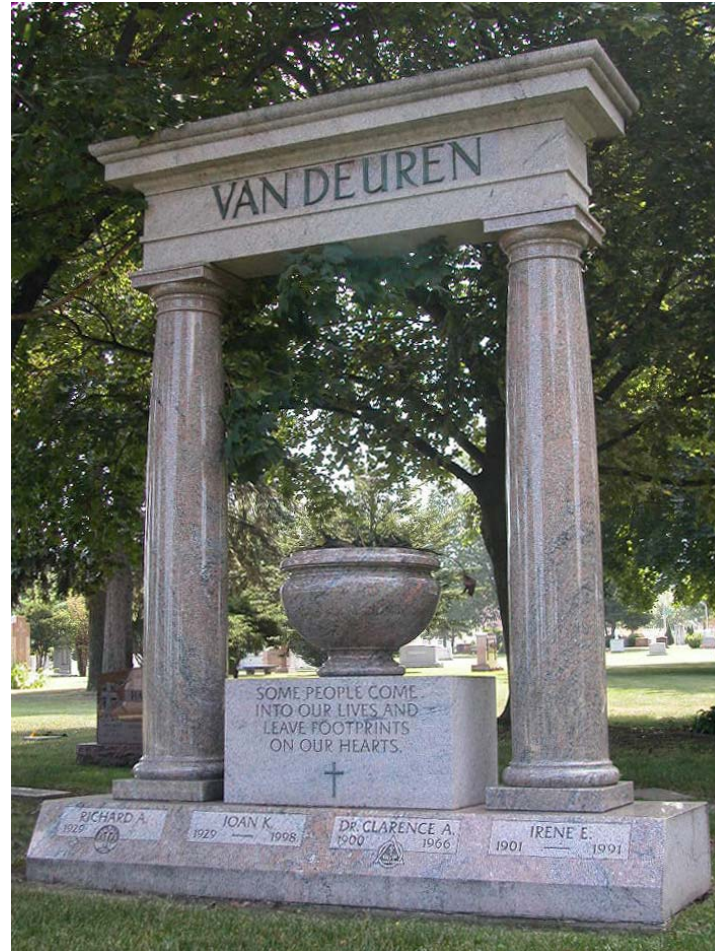
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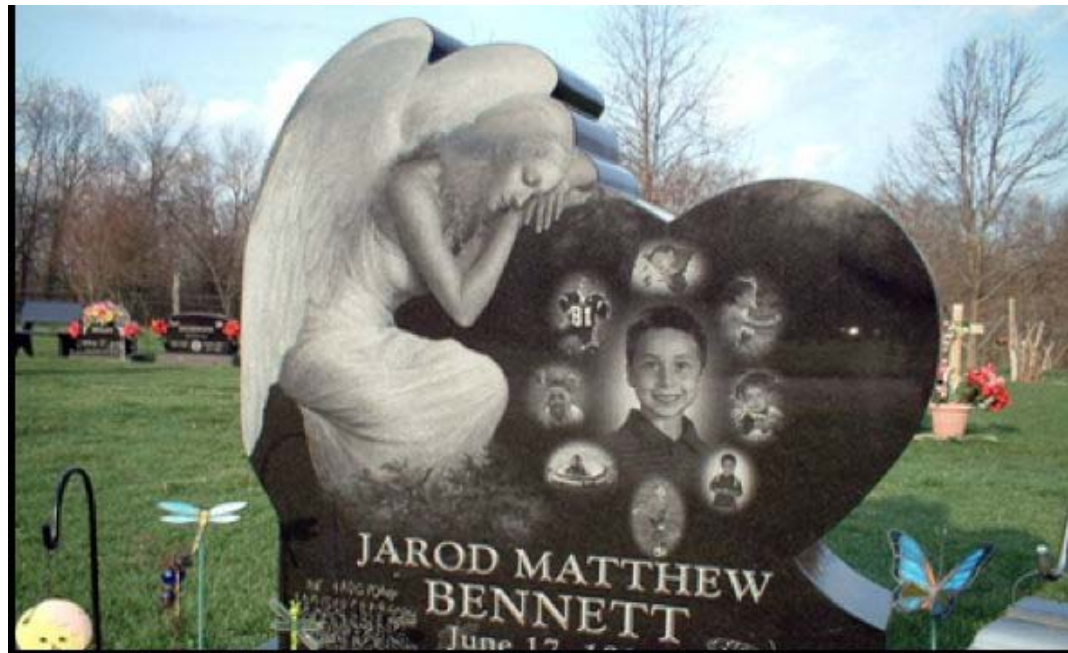
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Low Price Alternatives
have limits too

**Government
Subsidies**



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Break Even

