

# What's In a Name?

— by Mary Jo Frick, CCCE

Moving onward and upward ...

## “Exploring Catholic Cemetery Operations”

We've probably all heard the phrase by William Shakespeare —

***“That which we call a rose by any other name would smell as sweet.”***

As the Conference makes every effort to move forward, the members of the Education Committee have continually discussed the *“Smaller Cemetery Seminar.”* What does “smaller” mean? There has been much confusion surrounding this program.

If you recall, the Board actually placed the program on hiatus for 2017 while discussions continued in the background. In 2018, the program was hosted by the Archdiocese of Chicago offering educational opportunity for those Catholic Cemeteries that are not currently members, for CCC members, non-members who are currently working in our ministry, those who cannot attend Notre Dame or Convention, and for those who are new to cemeteries or even just new to Catholic Cemeteries.

Following the success of that program, the Education Committee decided that it was time for a name change to reflect the diverse audience that could benefit from the features of the course.

Many ideas were presented and discussed. Finally, with the approval of the Board, a new name was chosen.

***“Exploring Catholic Cemetery Operations”*** will give any attendee an overview of what Catholic Cemeteries are all about! Our new format will concentrate on welcoming one and all – office staff, sales personnel, maintenance, chaplains - and anyone else who believes there is something to gain from education!

We will touch on such subjects as the significance of the Rite of Committal within the *“Order of Christian Funerals,”* the purpose of written Rules & Regulations, how to improve sales, marketing in the social media environment and how to work effectively with grounds personnel using work orders and technology. Field days will explore new ideas for land use including cremation and mausoleum opportunities in addition to the basics for location verification and workplace safety. There will also be opportunities for networking and some FUN along the way!

Catholic Cemeteries are part of the sacramental journey for anyone baptized into the faith. The more we know and are able to share across our dioceses and Archdioceses, the better our evangelization can become!

On behalf of the Education Committee, the Board of Directors and the entire CCC staff, I welcome each of you to explore the opportunity to join us in the Diocese of Palm Beach in April! Look for your brochure coming soon to your mailbox and our CCC website!



## Experience the Difference



# What CCC Membership Can Do for You



- by Ashton Spatz, M.A.

According to the CCC's mission statement, "We are a Roman Catholic faith network committed to cemetery advocacy and education.... The Catholic Cemetery Conference serves as the vehicle through which individual members can share problems, explore solutions, work together and communicate with each other to meet today's challenges."

What do you think of when you hear the words *Catholic Cemetery Conference*? The CCC might conjure up images of reading this monthly magazine, speaking with supplier members at an Annual Convention & Exposition, taking classes at the *School of Leadership and Management Excellence*, networking with other ceterierians, who wear many hats, at an *Exploring Catholic Cemetery Operations* program (formerly *Smaller Cemetery Seminar*), or being awarded your CCCE designation at a convention banquet. Whatever you think of when you hear CCC, the Membership Committee and I want to make 2019 the year that each and every one of you can more fully utilize all of the benefits that come with your CCC membership.

Every month you receive your copy of this magazine in the mail, and hopefully, you can't wait to read all about the latest news from the CCC. Your subscription to *Catholic Cemetery* magazine is just one of the many benefits that you get as part of your membership with the Conference.

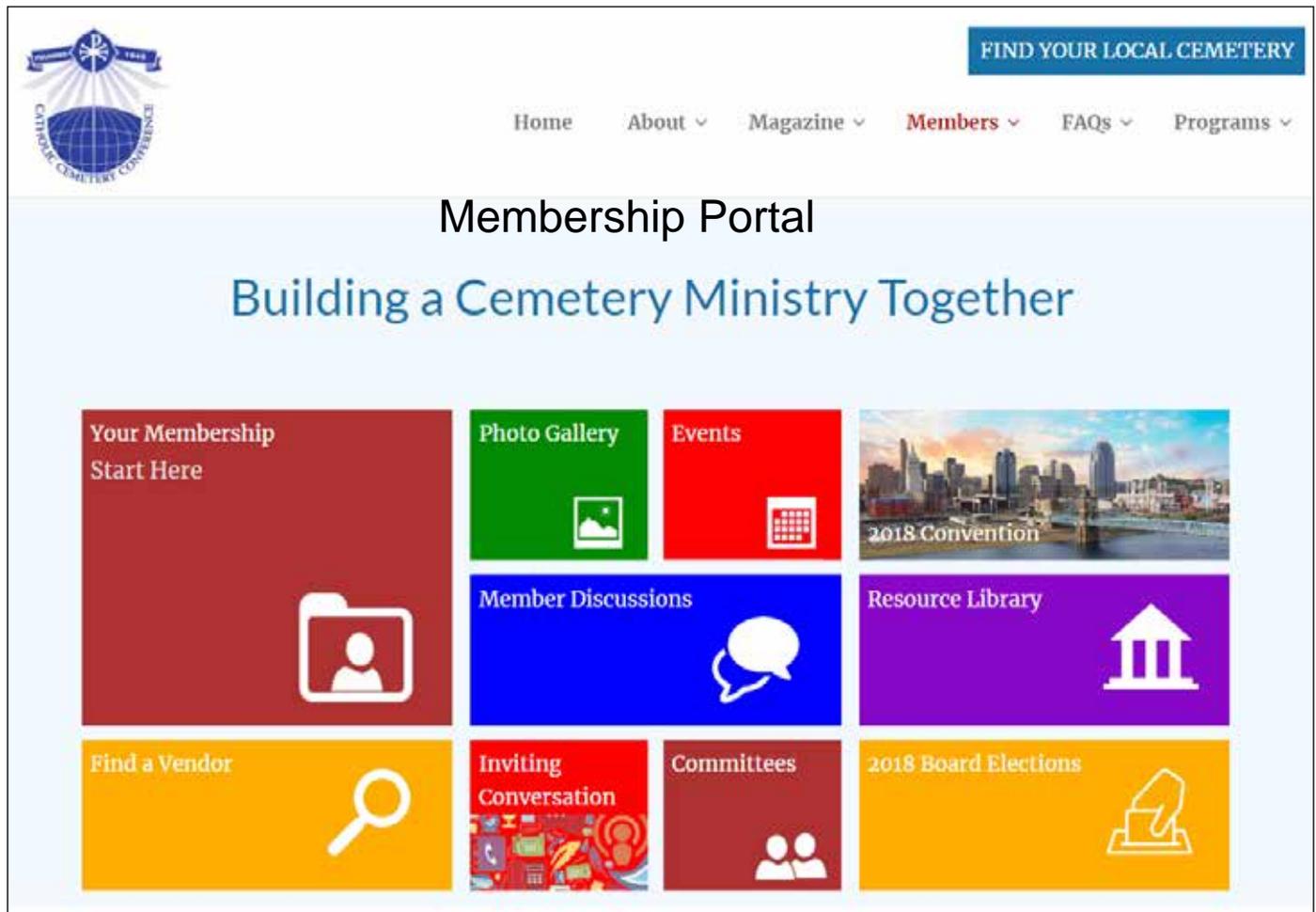
Did you know that another one of your benefits is access to the **Membership Portal** on our website? The Membership Portal, which debuted along with our revamped website back in 2016, is a way that you can connect with your fellow members around the globe 24/7. We strongly encourage all of our members - both ceterierians and suppliers - to utilize this valuable resource that comes with belonging to the CCC. One way to better connect with your fellow ceterierian members is to upload your photograph - this is a great way to put a face with your name in this on-line forum.

We also encourage our supplier members to review your company's profile in the Membership Portal to ensure that we have your current information - including your logo and company description - this ensures that our ceterierian members recognize your organization and the products that you offer to support their ministry.

The CCC Membership Portal is full of great resources for you. Don't have your CCC *Member & Resource Directory* handy? Want to make sure you consider our newest supplier members for your purchase? Wish to verify that the supplier you are purchasing from is still supporting the CCC? Then, you will want to use the "Find a Vendor" feature in the Membership Portal. Here you can search by company name for all of our current supplier members as well as by category. Looking for cemetery software, earth moving equipment, granite memorials, lettering, urns, vault handling devices, or anything else for your ceterieries? Then, make sure to search by category on the "Find a Vendor" feature because our supplier members have it all!

Ever wish you could find that article from an issue of *Catholic Cemetery* magazine from a few years ago? Are you new to the CCC and wanting to read previous issues of *Catholic Cemetery* magazine? If either of these situations apply to you, then the Resource Library in the Membership Portal has you covered. Amongst other resources, this section of the Portal has digital versions of every issue of *Catholic Cemetery* going back to 2010. So, if you want to read about how "*We All Win With the Five W's of Cemetery Sales & Marketing*" (April 2017), "*Bereavement, Grief Counseling, Evangelization and Cemeteries*" (November 2010), or "*Bringing Your 'A' Game to Customer Service*" (February 2014), the Membership Portal has it all!

*continued on page 20*



Do you ever wish that you could ask a question and get answers from your fellow CCC members? Well, you can do just that in the [Member Discussions](#) section of the Portal. Here you can pose a question and get feedback from your fellow members as well as share your expertise with others. The Member Discussions page was created specifically by the CCC Technology Committee for our members to share all of their own unique experiences and perspectives. Of course, you can also submit your questions directly to the CCC office so that they can be included in [Questions from Our Members](#) on our monthly “*Inviting Conversation 365*” conference calls that are open to all of our cemeterian members.

“*Inviting Conversation 365*” is your monthly connection to the CCC as a cemeterian. Make sure to join us for one hour each month during which you will have the opportunity to hear updates on legal and regulatory topics as well as updates from the CCC Office and Board of Directors.

During [Questions from Our Members](#), you can solicit feedback from your fellow cemeterians as well as share your experience and expertise with others to benefit everyone’s ministry. Make sure you are in the know on everything CCC - join us each month for “*Inviting Conversation 365*.”

You can also check out recent “*Inviting Conversation 365*” wrap-ups in the Membership Portal in case you missed them. Keep in mind the only way that you get your monthly invitation to attend these conference calls is to make sure that the CCC has your current e-mail address. If we don’t have your e-mail address, then you are missing out on all sorts of important communications from the Conference.

Connecting with the CCC office is important - make sure that we have your most current contact information. Reach out and let us know if your e-mail address, phone number, or job title have changed. We want to make sure that our records are up-to-date, which also allows you to stay in contact with your fellow members. As important as your connection to the CCC office is, there are so many more connections that being a CCC member can provide to you.

According to a recent survey of our cemeterian members, networking is one of the most important reasons to join the CCC along with the educational opportunities we have to offer. This year, the Conference will be offering three excellent opportunities for our members to come together, learn, and share their experiences with each other in person: the *Smaller Cemetery Seminar*, recently re-named *Exploring Catholic Cemetery Operations*, (April 25-27) in Palm Beach, FL; the *School*

of Leadership and Management Excellence (June 9-13) at the University of Notre Dame, and the 70th Annual Convention and Exposition (September 29-October 3) in Chicago, IL.

Each one of these events offers our members excellent educational opportunities along with the chance to network with their fellow members. The relationships that members start and continue to foster at these CCC events can be beneficial to their ministry for years and decades to come! Make sure to see pages 6-10 and 16-17 in this issue to learn more about all of these events that the CCC has to offer in 2019.

The Membership Committee is made up of CCC members just like you who can provide personal insight into what belonging to the Catholic Cemetery Conference means to them and how it has positively impacted them - professionally and personally. I would like to share what some members of this committee have to say about their experience with the CCC.

When **Eileen Boudoin, CCCE**, Funerals and Cemetery Manager at St. Mary Magdalen Church, Diocese of Lafayette, LA, was asked about the benefits of CCC membership and why someone should join the Conference, she shared that, "The CCC has benefitted me in that it has allowed me

to do this ministry more effectively. It has given me an opportunity to share my experiences through writing for the magazine. It has boosted my confidence and my love for the work that I do. Someone should join the CCC as a member for the camaraderie and support. So often with the stresses and business of this ministry we feel alone and overwhelmed. Knowing that there are others out there going through the same things gives support and validation for what we do on a daily basis."

**Kenny Popp** - Director of Operations for the Catholic Cemeteries Archdiocese of Louisville - shared how his experience with the CCC has been beneficial to him through the "many opportunities to share info and get so many responses that will either reassure your policies or put you in a better direction. There are many different cemetery sizes represented, so the experience level has many faces. Getting to meet the vendors is also a win-win, [leading to] better communication."

When asked what he would say about CCC membership to a colleague, **Jeff Reinhart, CCCE** - Director of Catholic Cemeteries for the Diocese of La Crosse - responded that he "would tell a colleague that there is no better way to find out

what is new in the industry or how to solve an issue that may come up, because someone has probably already crossed that bridge at some time." He added that: "Every cemeterian should join the CCC, so they never miss out on learning things to help every day."

Reflecting on why someone should join the Catholic Cemetery Conference as a member, **Karmin Meade** - Director of Cemeteries for the Diocese of Charleston - shared, "To do what we do is a labor of love, an incredibly rewarding work that we look forward to doing every single day. But, even as a part of a larger diocese or parish, unless you ARE a Catholic Cemeterian you do NOT understand what it means to BE a Catholic Cemeterian. We have such unique challenges and so much emotional engagement with the people we serve, and simply the uniqueness of our jobs, there is a toll that is taken on us.

Having someone to talk to and to have them genuinely understand what you are going through is incredibly helpful. The benefits from a business standpoint are also immeasurable. The training and written materials available to us as members is worth our annual membership fee alone."

**Thomas Jordan, CCCE** - Administrator at Our Lady Queen of Peace Cemetery in the Diocese of Palm Beach and current CCC Board of Directors member - stated in the December 2018 issue of *Catholic Cemetery* magazine, "The level of profes-

sionalism, love, and generosity of the CCC family is unmatched in any organization that I have ever encountered." Reflecting recently on the benefits of CCC membership, he added, "It was for good reason that Christ established His Church with a designated leader, Saint Peter, and surrounded that leader with disciples who were instructed in the faith.

"This structural element has remained throughout the ages and exists today as a means to instruct and educate newcomers and to prevent those in positions of authority from becoming an authority unto themselves. This is equally important to the cemetery arm of the Church. Cemeterians at every level should align themselves with an experienced, educational authority within the Church. If they do not, eventually mistakes will be made, judgment may falter, and temptations to skimp on discipline and resources will arise.

"Proverbs 27:17 tells us: *Iron is sharpened by iron; one person sharpens another.* Very few diocesan offices have the expertise and resources within their ranks to provide adequate guidance

*continued on page 22*



**Mark Your Calendar  
for the 2019  
"Inviting Conversation 365"  
Dates Today**

- January 8
- February 12
- March 12
- April 9
- May 14
- June 4
- July 9
- August 13
- September 10
- October 15
- November 12
- December 10

*What CCC Membership Can Do for You, continued*

to their cemetery ministry. The Catholic Cemetery Conference (CCC) was established for just this reason. The depth of Catholic cemetery experience, insight, and leadership which exists within the CCC is unmatched. Membership and active participation in the CCC is your insurance policy against the inevitable pitfalls of managing your cemetery guided only by your own instincts, or that of your local parish, or diocesan management.

“It is the difference between collaborating with the international Catholic authority on cemeteries and inviting your local, state, or the federal government to determine how you operate. You, as a cemetarian, have an obligation to keep your cemetery Catholic!”

The CCC is hard at work serving you - our members - and we always welcome your input on how to make this organization best serve your needs as a Catholic cemetarian or supplier working to support Catholic cemeteries around the world in this Corporal Work of Mercy. If you have any questions, concerns, or comments about your CCC membership, please share them with us. As the Member Services Manager, you may contact me directly by e-mail at [aspatz@catholiccemeteryconference.org](mailto:aspatz@catholiccemeteryconference.org) or by phone at 708.202.1242. I would be happy to help you log into the Membership Portal, answer questions about upcoming activities and events, or hear about your experience with

CCC. As you all know, Catholic cemeteries come in all sizes and shapes - whether you are ministering to one parish cemetery, several parish cemeteries, or an archdiocesan or diocesan cemetery organization, large or small, the Catholic Cemetery Conference is here to help.

The CCC is here to serve our members as the pre-eminent resource for all Catholic Cemeteries through our commitment to cemetery advocacy and education, but we can only serve and support you if we have your support, as well. Renew your CCC membership, make 2019 the year that you take full advantage of all the benefits that the Conference has to offer, and share your experience as a member of the CCC with everyone that you know in the Catholic cemetery industry to help us continue to grow.



*CCC Membership Committee met during the recent convention in Cincinnati.*

If there is someone that you know from your own organization or another Catholic cemetery organization that would benefit from being a member, please share your experiences with them and have them contact us today for more information on membership with the Catholic Cemetery Conference.

As a CCC member, there are so many advantages. Make 2019 the year that you take full advantage of everything that your CCC membership brings with it - attend our events; participate in “*Inviting Conversation 365*”; contribute to the magazine by writing an article, submitting a news update or feature, or placing an ad; become or get re-certified as a Certified Catholic Cemetery Executive; network with your fellow members at an event or through our Membership Portal, and so much more.

WHEN A FAMILY REACHES OUT TO YOU, GIVE THEM SOMETHING TO HOLD ON TO.

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