The New York State Association of Cemeteries
SPRING 2003
Broadcaster

You'll find answers to these questions and more inside this issue...

When is the NYSAC Fall Conference?

See "75th Annual NYSAC..." on page 12.

When and where will the NYSAC Public Affairs Seminar be held?

See "Spring Seminar" on page 5.

What is happening with NYSAC Government and Legal Affairs?

See "Government & Legal Affairs" on page 15.

What is new on www.nysac.com?

See "www.nysac.com" page 15.

What is the Audubon Coooperative Sanctuary Program?

See "Audubon Program News" on page 13.

What's new in the cemetery industry?

See articles and advertisements from our terrific suppliers throughout this issue!

Butkiewicz Named New Assistant Director, Division of Cemeteries

To New York State's Cemeterians:

I have had the privilege of meeting some of you at the Cemetery Board meetings. I would just like to extend a quick hello to those I have not yet met and share a bit about myself.

Originally I am from NYC, more specifically the Bronx. I majored in accounting and obtained my degree in 1983 at Bernard M. Baruch College, City University of New York. During and after college I worked with a small CPA firm in Manhattan. In January of '86 I moved to the Capital District and worked with a CPA firm in Albany prior to joining the NYS Tax Department in June of '88. At the Tax Department I helped develop information systems in support of the Audit Division and Tax Operations. During my last seven and a half years at the Tax Department, I supervised auditors who specialized in analyzing electronic data of large corporations.

My new responsibilities challenge me to apply my experience working with customers and electronic data to develop information that will benefit our cemeteries. I hope to identify trends and best practices that can help all cemeteries; small, medium and large.

In the short time that I have been with the Division of Cemeteries, I have seen a tremendous sense of purpose accompanied by a wealth of expertise. I feel privileged to be part of something so important and such a dedicated group. I look forward to working with everyone and contributing as best I can to achieve our common goals.

A personal aside! I enjoy visiting the City from time to time. My wife, Stephanie, and I have been married 11 whole years! We have two dogs; a Lhasa Apso named Tutu (as in Princess Tutu Kute) and a rescue (chow mix) we named Rufus (a sixty pound lap dog)!

Sincerely,
Chester Butkiewicz
Assistant Director, Division of Cemeteries, NYS Department of State

Get Ready, Get Set, Go!

The 2003 Public Affairs Seminar is only a short time away. Check out what is scheduled for this year's event. Special Section - pages 5 - 11.

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President's Message

Shortly after returning from the Sagamore in October, I received a phone call from a senior analyst from the United States General Accounting Office (GAO) in Washington, D.C.

He stated on behalf of the Senate Subcommittee on Children and Families and Committee of Health Education, Labor and Pensions, the U.S. General Accounting Office is reviewing federal and state regulations of the death care industry and the role of state industry associations. He would like to meet with me as president of NYSAC (where are Al and Bobbie when you need them!) I agreed to the meeting provided Frank Giglio and Richard Moylan could attend. This must have made an impression because he asked to bring the senior attorney for the Office of General Counsel for the U.S. GAO to the meeting.

On November 14, 2002 we met and discussed state regulations, and the role of state regulators and our state association in regard to our industry. The meeting went well and the next day they met with the Division of Cemeteries and the Funeral Directors Association. Even though we know New York State is highly regulated and the consumer is well protected, the GAO evaluators emphasized that their task is to gather the information without drawing conclusions. The information they gather will be used by others to make determinations.

During this time when there is political cry for federal regulations, we should stay in touch with our federal and state legislators and let them know our historic, environmental and community values. Cemeteries in New York State are well run and highly regulated. A few bad apples do not make the entire bushel bad.

I encourage you to attend our Government and Legal Affairs Seminar on May 5-6, 2003 at the Desmond Hotel in Albany to learn more about this and other important cemetery issues facing our industry today.

Chester S. Day
President

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26th Annual

Public Affairs Seminar

May 5-6, 2003

New York State
Association of Cemeteries

The Desmond, Albany, New York

Photos from the 2002 Public Affairs Seminar

NEW YORK STATE ASSOCIATION OF CEMETERIES

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schedule

Monday, May 5

1:00 pm	NYS Cemetery Board Meeting	All attendees are invited
2:45 pm	Welcome	Rick Touchette, Chairman
2:50 pm	Opening Remarks	Chester Day, NYSAC President
3:00 pm	Meet the Cemetery Board Designees	Daniel Shapiro, Department of State Salvatore Paige, Department of Health Rachael Kretser, Department of Law Robert Batson, Counsel to Cemetery Board
3:15 pm	Regulatory Issues for 2003	Daniel Shapiro, Cemetery Board Chairman Richard Fishman, Director, with Robert Batson, Counsel, and the staff of the NYS Division of Cemeteries
4:15 pm	Break	
4:30 pm	The Economy and Investment Strategies	William McCarton, Administrative Vice President, Trustco Bank Trust and Investment Group
5:00 pm	Report of NYSAC Legal and Government Affairs Committee	Frank Giglio, Chairman James Featherstonhaugh, Counsel David Fleming and Beth Clyne
6:00 pm	Cocktail Reception *	Special Guest: Vincent Leibell, New York State Senator
7:00 pm	Dinner	

Tuesday, May 6

7:00 am	Breakfast Buffet [7:00 am - 8:30 am]	
8:30 am	Opening Remarks	Rick Touchette, Chairman
8:35 am	"Ask the Lawyer" Part 1	Timothy Griffin, Esq., Attorney at Law, Bronxville, NY
10:00 am	Coffee Break	
10:15 am	"Ask the Lawyer" Part 2	
11:30 am	Close of Seminar	

*Monday night cocktail reception and Tuesday morning breakfast are courtesy of: BLP Bronze International, Carrier Mausoleums Construction, Inc., Matthews International Corp., Merendino Cemetery Care, and The Treiber Group.

YOUR LEGAL QUESTIONS ANSWERED AT NYSAC SPRING SEMINAR.

The 26th annual Government and Legal Affairs Seminar will include a discussion by a panel of distinguished attorneys. This Tuesday morning session will be moderated by Timothy Griffin, Esq., a highly regarded cemetery attorney and frequent speaker at industry meetings. Do you have a question about cemetery law? Would you like the opinion of a lawyer on an issue of concern? **Please forward questions to Rick Touchette (FAX: 518-427-8035 or** rick.touchette@rcda.org**) no later than April 15, 2003 to give Tim and his panel an opportunity for research prior to the seminar.**

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seminar registration

2003 Public Affairs Seminar

The 26th Spring Seminar

NYS Association of Cemeteries

May 5-6, 2003 • The Desmond Hotel, Albany, New York

Cemetery or Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Names of Those Attending:

(If you are registering for only the Tuesday session you do not need to choose an entree for Monday's dinner.)

First Name	Last Name	Nickname	Prime Rib	Salmon
1.			❑	❑
2.			❑	❑
3.			❑	❑
4.			❑	❑
5.			❑	❑
6.			❑	❑

Registration:

Member Two Day Registration _____@$200.00

Spouse or Guest Two Day Registration _____@$130.00

Monday Program Only (includes cocktail reception and dinner) _____@$125.00

Tuesday Morning Program Only (includes breakfast) _____ @ $85.00

TOTAL $ _____

Please return seminar registration by May 1, 2003 to:
New York State Association of Cemeteries
P.O. Box 702 • Latham, New York 12110
(518) 783-1134 • Fax (518) 783-1258

Notes:

- *Registration will not be refunded unless NYSAC is notified 48 hours prior to the conference.*
- *Please send hotel reservation and hotel payment to The Desmond, not the NYSAC office.*

Directions:

From South, East & West: Take NYS Thruway to Exit 24 (Albany). Get onto I-87 North to Montreal, get off at Exit 4 (Albany Airport). Take left at light (Wolf Road) off exit, then left again at next light(Albany-Shaker Road). The entrance to The Desmond will be on the left just past the overpass bridge, look for entrance sign, first building on left.

From North: Take I-87 South to Albany, get off at Exit 4 (Albany Airport) and take a left at the light (Old Wolf Road). At next light take a right (Albany-Shaker Road), The Desmond will be on the left, look for entrance sign, first building on left.

A Special Thank You to the Sponsors of the 2003 Public Affairs Seminar

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NYS Association of Cemeteries

May 4-6, 2003
Guaranteed Reservation Form (Group # 10E0NT)
Please send reservations for shared rooms at the same time

Name _____

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Address _____

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Arrival Date: _____ Departure Date: _____

Room Rates:

❑ Single $110.00/night ❑ Smoking

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Overnight room deposits may be made by credit card, check or purchase order. Please make sure to include the additional 11% taxes on the room rates above. If you are tax exempt please attach tax exempt forms if same will be claimed at checkout. Room deposits will be returned if cancellation is made on or before May 1, 2003.

Check In: 4:00 pm
Early check-in is not guaranteed.

Check-out: 12:00 noon
Luggage storage is available if needed.

Cancellation Policy: *Please notify the Desmond 72 hours prior to arrival in order to avoid being charged for the room (518-869-8100).*

Fax: Attention Reservations Department (518-869-7659).
Telephone reservations will not be accepted.

Conference Rate Cut-off Date: Monday, April 14, 2003

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Saved in Time is a Winner

The Green-Wood Cemetery's Historic Fund's *Saved in Time* program has received the prestigious Save Outdoor Sculpture (SOS!) 2002 Achievement Award, winning the second place prize among all entries nationwide. *Saved in Time* is the Cemetery's fund-raising initiative launched to restore 21 significant but deteriorating sculptures and monuments.

SOS! is a joint project of Heritage Preservation and the Smithsonian American Art Museum. The director of SOS!, Susan Nichols, reported that these awards are intended to provide recognition and support for organizations involved in restoring outdoor sculpture. She praised *Saved in Time* for its "wonderful catalogue." Richard J. Moylan, President of Green-Wood Cemetery, said that the $750 award "will help us tell the story of the historically significant monuments we have here and our efforts to save them."

Already, three monuments up for adoption in *Saved in Time* have found sponsors: the Civil War Soldiers' Monument (adopted by the cemetery, with major assistance from New York City's Department of Cultural Affairs), the Henry J. Raymond Memorial (adopted by New York Times executives Arthur Sulzberger, Jr., Michael Golden, and Arthur Ochs Sulzberger), and the General Henry Slocum Memorial (adopted by Mr. and Mrs. Clem Labine). Joseph Bresnan, FAIA, who was instrumental in putting this program together, has been spreading the word far and wide with slide talks at New York City's Department of Parks and Recreation, Brookgreen Sculpture Garden, the National Sculpture Society, and the Mechanics Institute Library.

If you'd like a copy of *Saved in Time*, please call 718-788-7850.

Audubon Program News

All cemeteries are eligible for membership in the Audubon Cooperative Sanctuary Program. This program, sponsored by Audubon International, helps cemeteries and other landowners manage their property with wildlife and the environment in mind.

As a member, you are allowed to proudly display Audubon signage that shows the public you care about the environment. You are also encouraged to complete a series of projects and submit your results to Audubon International for certification as an Audubon Cooperative Sanctuary.

Several New York State cemeteries have joined this program but, to date, only White Haven Memorial Park in Rochester has achieved full certification. Andrea Vittum, president of White Haven, is willing to assist other cemeteries in the certification process. The certification process is not at all difficult and the results include cost savings, employee satisfaction and improved public relations - all positive, tangible rewards for your efforts!

To begin, call Audubon International in Albany at 518-767-9051 ext. 12 and request membership information. If you're already a member, let them know you want to begin the certification process and they will send you a new environmental survey if you have lost yours. By spending approximately 30 minutes answering questions about your cemetery you can be well on your way towards certification in the first category of Environmental Planning.

Please contact me to let me know you are working on your certification and I will help you in any way that I can. We would also like to include updates on your progress in the Broadcaster, so please take notes and pictures as you go.

Hope to hear from you soon,

Andrea L. Vittum
White Haven Memorial Park
Phone: 585-586-5250
Fax: 585-381-5252
Email:
andrea.vittum@choiceonemail.com

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Government & Legal Affairs Report

The 2003 legislative session is shaping up to be an active one. The Government & Legal Affairs Committee along with our legislative counsel, Featherstonhaugh, Conway, Wiley & Clyne, will work diligently towards the passage of the New York State Association of Cemeteries legislative agenda.

The following issues will be priorities on our legislative agenda:

The grave reclamation bill will be introduced shortly. This bill would permit cemetery corporations to reclaim graves under certain circumstances, upon application to and approval by the Attorney General. We are guardedly optimistic of passage this session.

The pre-need selling of services will be addressed in order to find an equitable way of funding and accounting for the liability created.

We will examine the feasibility of codifying the cremation regulations in order to deal with some of the concerns facing crematory operators throughout the state.

We are awaiting an opinion from the Attorney General which hopefully will clarify how cemeteries are impacted by the "Principal and Income Act" which was enacted last year.

We will continue our efforts to accomplish our legislative agenda.

Hope to see you in Albany.

Frank F. Giglio
Chairman

www.nysac.com

One of the strongest features of NYSAC's web site is the constant updating on all of the bills that we are tracking in both the Assembly and Senate. This information has recently been moved to the Members Only section of the web site. Once you have established a password, you will be able to enter and click on any bill and see its status.

Also, if you don't happen to know the name of your Assemblyperson or Senator, you can easily find them in the "Government and Legal Affairs" section and click on New York State Assembly or New York State Senate.

If you have any questions or suggestions about the web site, please contact Al Vittum at al.vittum@choiceonemail.com.

Kensico Cemetery Participates in Daffodil Days

The Kensico Cemetery in Valhalla, NY will again participate in the American Cancer Society's annual Cancer awareness campaign by offering free daffodils to lot owners and visitors to place at the grave site of loved ones Thursday, March 27 through Sunday, March 30, 2003.

Visitors to Kensico Cemetery may pick up fresh –cut daffodils, while supplies last, at the Kensico Cemetery Administration Building on Lakeview Avenue anytime between 9:00 am and 3:30 pm.

In announcing Kensico's participation for the eighth consecutive year, Chester S. Day, President of Kensico Cemetery stated that "Daffodil Days offers an appropriate, colorful and meaningful way for our lot owners and visitors to welcome spring, pay tribute to their loved ones buried here and be part of a community campaign against cancer."

The Kensico Cemetery is a not-for-profit membership organization founded in 1889 to serve the burial needs of families in the New York metropolitan area.

America Standing Guard

"America Standing Guard" is dedicated at White Haven Memorial Park in a moving ceremony in November.

White Haven Memorial Park, in Pittsford, NY dedicated its newest feature on November 2, 2002. The monument, called America Standing Guard was dedicated to "all who risk their lives to keep us safe and free," namely: the law enforcement, fire and rescue people who protect us at home as well as the military personnel who protect us around the world.

The monument was erected in a newly developed area of Section R- the most recent veteran's area of the cemetery. Over 250 people attended, representing 48 different organizations. Members of volunteer fire and ambulance corps throughout Monroe County as well as both active and retired members from all the branches of the military proudly participated. Officers from town and county police and sheriff departments were also in attendance, including the mounted police from the city of Rochester. During the ceremony, a helicopter from Mercy Flight landed near the statue.

"We started to think about the monument after 9-11," said Andrea Vittum, President. "That event made us realize that it is not only military personnel who risk their lives for us. There are thousands of people in Monroe County alone who are always there for us."

The celebration began in the All Seasons Chapel where representatives from several different organizations told the assembled group a little about what their organizations did. After the short service, a parade of military, police, ambulances and fire trucks marched from the Chapel to the monument. A representative from Governor Pataki's office spoke and there was news coverage from two local television stations.

"The exposure that White Haven received was exceptional," said Vittum. "We have now begun a program giving a discount on all cemetery property to members of any of the organizations and the response has been good. It has definitely been a 'win-win' situation for everyone."

Matthews International designed the striking monument consisting of three granite pillars topped by a magnificent bronze eagle with a 4-foot wingspan.

Organization members, ambulances, fire trucks, mounted police and even a helicopter all marched to the monument site. (above)

Over 250 people representing 48 agencies took part in the dedication ceremony. (left)

2003 Executive Board

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kboyd@ferncliffcemetery.com

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Theresa Joyce (2005)
Mount Hope Cemetery Association
PO Box 248
Hastings-On-Hudson, NY 10706
Tel: (914) 478-1855
Fax: (914) 478-5162

Metropolitan Cemetery Association Awards

The Metropolitan Cemetery Association, Inc. held its first Annual Distinguished Public Service Award and Cemetery Achievement Award at its Annual Holiday Luncheon held on Friday, December 13, 2002 at Niederstein's Restaurant, in Middle Village, New York.

The Distinguished Public Service Award was presented to Peg Breen, President of the New York Landmarks Conservancy for her support of preservation efforts at historic and religious cemeteries.

The Cemetery Achievement Award was presented to Sonia Bennett, Director of Human Resources at the Green-Wood Cemetery, Brooklyn, NY, for her outstanding service to her cemetery, and for her public service, which includes fund raising for the American Diabetes Association, the American Cancer Society, as well as others.

David Gigler, Superintendent of Mount Olivet Cemetery in Maspeth, NY and President of the Metropolitan Cemetery Association, made the presentations before the group of 140 attendees. The MCA is comprised of over 200 cemetery and supplier members. Through mutual cooperation and association among its members, high ethical standards and professional cemetery management are fostered. Membership is open to any cemetery or supplier located in the Metropolitan New York area.

MCA Hosts Media Workshop

Over 50 members of the Metropolitan Cemetery Association attended a free educational seminar on January 23 at the Plattduetsche Park Restaurant in Franklin Square, NY entitled "Meet the Press—Preparing for the Media Spotlight."

Using fictitious cemetery stories, marketing consultant Amy Crohn Santagata illustrated the differences among objective, subjective and very subjective reporting, provided guidelines on handling press interviews, warned of the myth of "off the record" and the dangers of "no comment", and recommended establishing an ongoing pro-active relationship with the local media to limit the impact of damaging stories.

Seminar attendees were then given the opportunity to role-play as reporters and cemetery spokespersons responding to press inquiries during a mock press conference. The seminar concluded with a practice session writing sample drafts of cemetery mission statements for use in publicity materials and during press interviews.

Outstanding Citizen Recognition Award

Richard D. Fishman was appointed to the Division of Cemeteries eight years ago and I can personally attest the fact that Mr. Fishman has accomplished more in his eight years' tenure than was accomplished by his two predecessors.

Richard has served not only as a Cemetery regulator but also as a friend to both the citizens and cemeteries of this fine State. Mr. Fishman has been chosen to receive the Lutheran All Faith's Cemetery's Outstanding Citizen Recognition Award because of his commitment and assistance to both labor and management at our fine Cemetery resulting in a better environment for our citizens and employees.

Daniel C. Austin
President

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Important Dates for Industry Professionals

2003

May 5-6 NYSAC Public Affairs Seminar ..... The Desmond, Albany, NY

September 14-17 NYSAC Fall Conference ..... The Otesaga, Cooperstown, NY

Do you have news to share?

If you have news of interesting projects or events at your cemetery or another industry association, please send them to Andrea Vittum by either fax: (585) 381-5252, or email: andrea.vittum@choiceonemail.com. Thank you!