

THE

# BULLETIN

of the National Concrete Burial Vault Association

AUGUST 2016



**MARKETING FOCUS**  
I S S U E

On my way to the office I stopped at my local drug store. The lady behind the counter was the one who usually takes care of me, but something was different about her that morning.

As she was processing my payment, I noticed that she was wearing a Healing Tree Memory Ring on her necklace. I smiled and said, "I like your necklace." She told me that her mother recently passed away and that the ring was from the top of her burial vault.

*"I wear the ring on my necklace when I feel like I need to be closer to my mom. It just makes me feel better."*

*I walked out of the store knowing this is why I'm in this industry.*

*J. Richard Ward, Proud Trigard Dealer, Montgomery Vault, Maryland*



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# SAFETY FOCUS



By Ron Overton

## OSHA Penalties to Increase in 2016

Employers in the concrete precast industry have plenty of issues they deal with on a daily basis, and the issues of safety may be put on the back burner in some instances. I would highly recommend that you determine exactly what OSHA safety regulations and requirements are applicable to your working environment, process, procedure, and your workforce, and ensure they are constantly being addressed and monitored for compliance.

Federal OSHA made an announcement that, for the first time since 1990, they have been authorized to increase its civil penalties. The provision was inserted into the expansive Bipartisan Budget Act of 2015, which was signed into law.

***I would highly recommend that you determine exactly what OSHA safety regulations and requirements are applicable to your working environment, process, procedure, and your workforce, and ensure they are constantly being addressed and monitored for compliance.***

As you all know, OSHA is authorized to conduct workplace inspections and investigations. These are to determine whether employers are complying with standards issued by the agency for safe and healthful workplaces.

This information and data was initially provided to the hoisting industry by the safety and regulatory

committee of the Association of Crane and Rigging Professionals (ACRP). Your author the Chairman of that Board.

### **Section 701**

Titled “Federal Civil Penalties Inflation Adjustment & Improvement Act of 2015,” this permits OSHA to increase its civil penalties, following a “one-time catch-up” adjustment



**Starting in January 2017, OSHA will be required to publish these fine increases by January 15th of each year. The annual adjustments will not require additional formal rule-making.**

in 2016. The increases, which are expected to be significant, will be calculated based on the Consumer Price Index (CPI) increases between 1990 -2015.

**Estimated Fine Increases**

Based on the “CPI Inflation Calculator” from the Bureau of Labor Statistics website, the maximum allowable OSHA fines are estimated to have increased in 2016. They are as follows:

1. **“Other Than Serious”** citations – where there is a direct relationship to job safety and/or workplace health, but it is unlikely to result in death or bodily injury.
  - A) These types of citations have a current maximum fine of \$7,000 per occurrence.
  - B) These types of citations are expected to increase to approximately \$12,500 per occurrence.
  
2. **“Serious”** citations – where there was a death or serious bodily harm and the employer know or should have reasonably known about the hazard.
  - A) These types of citations have a current maximum fine of \$7,000 per occurrence.



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B) These types of citations are expected to increase to approximately \$12,500 per occurrence.

3. **“Willful”** citations – where an employer knows it is in violation of OSHA standards and is aware of the hazardous conditions, and makes no reasonable effort to remedy the condition.

A) These types of citations have a current maximum fine of \$70,000 per occurrence.

B) These types of citations are expected to increase to approximately \$125,000 per occurrence.

4. **“Repeat”** citations – where an OSHA standard is violated after the initial charge for the same or similar breach.

### ABOUT THE AUTHOR

**Ron Overton**, a NCCCO Certified Mobile Crane Operator and Accredited Practical Examiner, is the President, Owner, and an Instructor for OVERTON Safety Training, Inc. of Beaverton, Oregon. OVERTON Safety Training has been providing professional services and materials for the safe operation of forklifts, heavy equipment, aerial/scissor lifts, rigging and signaling, personnel lifts, loaders, and cranes on a worldwide basis since 1991. For additional information, contact Ron at +1.866.531.0403 or ron@overtonsafety.com, or visit the company website at www.overtonsafety.com. These insights are the opinions of the author, and not necessarily those of the NCBVA.

A) These types of citations have a current maximum fine of \$70,000 per occurrence.

B) These types of citations are expected to increase to approximately \$125,000 per occurrence.



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### Effective Date

The Act is being adjusted through an interim final rule-making. The adjustment is set to go into effect by August 2016.

### Fines Can Increase Annually

Additionally, the ACT mandates annual inflation increases for OSHA penalties going forward. Starting in January 2017, OSHA will be required to publish these fine increases by January 15th of each year. The annual adjustments will not require additional formal rule-making.

### Link to OSHA Website

The link to the actual OSHA website page announcing the increased fines is <https://www.osha.gov/penalties.html>

**Take care and work safely! ■**

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# LEGAL FOCUS



By Poul Lemasters, Esq.  
NCBVA Legal Counsel

## The Risk Side of Online Presence — Three Internet Issues that Every Business Should Know

Look at me!! I have my own website. I'm on Facebook. And Instagram. And Twitter. And Pinterest. And Tinder. Ok – scratch the last one!

Everyone may not be on the social media bandwagon, but everyone is out there. It's funny when people say they aren't on-line, and then you show them how they are on-line – even if they don't participate.

Our society is quickly becoming an Internet driven, social media dependent, cyber world. You have to live in it or you simply do not exist.

With the world basically dictating that you must be on-line, what do you as a business do to protect yourself? It's hard enough staying out of trouble when you are dealing face-to-face with consumers. How do you protect yourself when you are dealing with others that you can't even see?

Sadly, it isn't easy, and there is no set of things you can do to avoid liability. There are a lot of things you can do to reduce your risk, including a Social Media Policy, a Domain Name, and Trademark and Copyright issues.

### **Social Media Policy**

As a business, you want people to talk about you. Even more, you want people to say great things about you, including your employees.

But how do you control what your employees say about you? Are you even allowed to control them?

The short answer is that restricting what your employees say is very difficult. In fact, there have been numerous cases among employers that have either overreacted or over regulated what employees can say.

Just imagine the case where an employee goes online and posts something along the lines of, "My boss is a such a jerk. Plus, he's cheap and only pays me minimum wage."

What do you think the boss does when the employee shows up to work the next day? If you said fire them, you would be a winner! Unless getting sued and losing the lawsuit is not your idea of being a winner.

In cases very similar to the one described above, the employer typically loses. Why, because the employer typically does not have a social media policy that covers the correct items.

### **Employee Rights**

And, even if there was as a social media policy, it was probably overly restrictive and violated certain employee rights. These include free speech and the right to talk about protected areas, such as wages and working conditions.

A social media policy is an important tool for a business, but can be difficult as well. Social media policies (which are constantly changing based upon new claims and issues) should focus more on what employees can do – not restrict them.

Areas that are particularly sensitive, such as confidentiality, copyright, and personal opinions, can be addressed. But, again, these should be covered broadly and focused on what can be shared – not just the limitation as a whole.

In today's world of social media, you want and need people to talk about you, but you have to understand and communicate what this means. *(Please download the Lemasters Social*

*Media Policy Sample to see more on this topic... available at <http://www.lemastersconsulting.com/store/social-media-policy-sample-form>.)*

### **Domain Name**

Your domain name is a critical element of any business today. It's the bridge between your business and the on-line world.

So, what is your domain name? Do you have multiple versions of your name – such as funeralHome.com, .co, .net?

Do you even own your domain name? Does someone else have your name?!

There are many cases that show what can go wrong when it comes to domain names. One of my personal favorites is when the site Candyland.com was set up as a website. Of course many of us have fond memories as a child of playing that Hasbro classic game – and in fact my kids played it as well.

But, what you may not know is that when that site was established it was a different Candyland (Think XXX. And before you all go searching the site – just know this was resolved and needless to say Hasbro won the case.) The case showed how you have to protect your name and website from others.

### **Owning Your Site**

As far as owning your site, keep in mind that the one that registers it owns it. So, if you are unfamiliar with the ways of the web, and do not like dealing with sites like Go.Daddy.com, then you may not own your site.

If you let your manager or new young employee go and set up your site, then they may be the registered owner for your name. Not good! (There is another great case about how Adam Curry registered the first MTV website and MTV had to fight to claim it!)

Make sure you take the steps to register and own your domain names. That is the best way to avoid these issues.

Another naming issue comes down to using your name and who else has the right. In basic terms, you cannot use someone else's name for your site. (See the Case Analysis on Cyber-Squatting in this issue.) It comes down to the fact that people have a right to use their name.

This means that if your competitor is Smith and Jones Funeral Home, and the site SmithJonesFuneralHome.com is available, and you get it –you can't use it. This is cyber-squatting and can lead to big liability.

### **Copyright and Trademark Issues**

It seems that we are addressing copyright and trademark issues all the time – but it is worth repeating. So many businesses take a blind eye approach when it comes to copyright and trademark issues on the Internet.

But it is the easiest place to have an issue. A business needs to look at many potential areas, but a few include: images, trademarked terms, and content.

No website is complete without pictures. Think about it. When was the last site you visited that was all text?

To make sites look great, web designers fill it with great imagery and photos. Many times, businesses see an image online and download it and then put it on their site.

Without permission or ownership of the image – it is copyright infringement. Make sure that any images you use on your site are either royalty free – public domain images – or that you have permission.

Also, remember that there is no requirement to put a © on something to protect it. Copyrights are automatically granted upon publication. This means if you see a picture on the web – it is copyright protected by someone!

### **Additional Protection**

Trademarks are also a protected area that cause website owners issues. Many times people like to use trademarked items because the terms are good for SEO (search engine optimization).

As an example, there are certain words that can increase the likelihood of a site being ranked higher, if these words rank high in search terms. If my site was a casket sales site, then by listing the words such as Batesville, Aurora, or Astral, this could improve my ranking.

In the past, these words could be hidden as meta tags. But this is not as prominent

because search engines such as Google have removed meta tags from their algorithm for search rankings.

Still, some sites will incorporate these words into the site, so that they help in search. The issue is that these are trademarked terms and without proper use or consent, you run the risk of liability. Any trademarked word should be treated like a copyrighted image, meaning permission is the best protection.

### Content Issues

The last example of copyright issue includes content. Many websites, and social media sites allow others to post and link information to your site.

The risk is that you can be responsible for any information published on your site. If a family is trying to be nice and post a beautiful poem on your site, for a family that you just served, and the owner of the poem didn't give permission – you could be liable.

The premise is that the person/business

publishing the info is responsible. While someone else may have posted the info, your business is the one publishing and could be responsible.

A couple ways to protect yourself include a legal disclaimer that you are not responsible for comments and the information posted. Provide a process for anyone to follow who has an issue with content they disagree with or think they own.

Also, make sure you are reviewing your site and keeping it clean. If there is info you are placing or sharing, make sure it is ok to post and share. (As another side note – does your business have permission from the families you serve to post their information?)

The idea is that online presence is a powerful tool. It is almost a necessity in today's business world.

However, make sure your business understands that even though websites and social media are commonplace, this does not make them void of liability. Sadly, the liability is just as commonplace. ■

### About the Author

**Poul Lemasters'** professional career covers both funeral service and law. He now operates and is principal of Lemasters Consulting, Cincinnati, Ohio, a consulting business specifically for the funeral industry.

He works with funeral home owners, funeral directors/embalmers, cemeteries, and crematory owners and operators, and assists in areas of legal, compliance, regulatory, and business solutions. Lemasters also serves as ICCFAs (International Cemetery, Crematory and Funeral Association) special cremation legal counsel and GPL compliance advisor.

Working in the funeral industry for over 20 years and holding a funeral director's license and embalmer's license in Ohio and West Virginia, Lemasters' experience includes managing both small and large funeral homes, as well as working with both independent and corporate owned funeral homes. And he is actively involved in local, state, and national funeral and cemetery associations.

Lemasters attended Cincinnati College of Mortuary Science, graduating in 1996, and also went on to attend Northern Kentucky University, Chase College of Law, graduating in 2003. As an attorney, he is admitted to practice law in both Ohio and Kentucky.

His law practice began in the area of civil defense work and includes serving as corporate counsel for Alderwoods during 2005-2006. As its corporate counsel, he advised on funeral home, cemetery, crematory, and insurance issues.

He can be reached by phone at (513) 407-8114 and via email at [poul@lemastersconsulting.com](mailto:poul@lemastersconsulting.com). Visit his website at [www.lemastersconsulting.com](http://www.lemastersconsulting.com).

# How Can “Have the Talk of a Lifetime” Benefit the Burial Vault Industry?



By Anna Berfeld, CAE

**(Part 1 of 2)**

*(The following is the first half of the address on Talk of A Lifetime presented at the 2016 NCBVA Convention. The second half will run in the October, 2016 issue of The Bulletin.)*

- Have you ever had a conversation around the table about what family traditions you hope your children or grandchildren will carry on?
- *Maybe you have shared an important lesson you learned, the hard way, so a loved one might not choose the same path.*
- How would **YOU** like to be remembered, because **You Matter**?

Meaningful funerals and memorialization are absolutely critical; it is the beginning of the healing process. It enables us to acknowledge a loved one's death, share stories about how that person lived their life. Memorialization allows us to share our grief with friends and family so that we might comfort one another.

The *Have the Talk of a Lifetime* education effort was developed

in direct response to this concern.

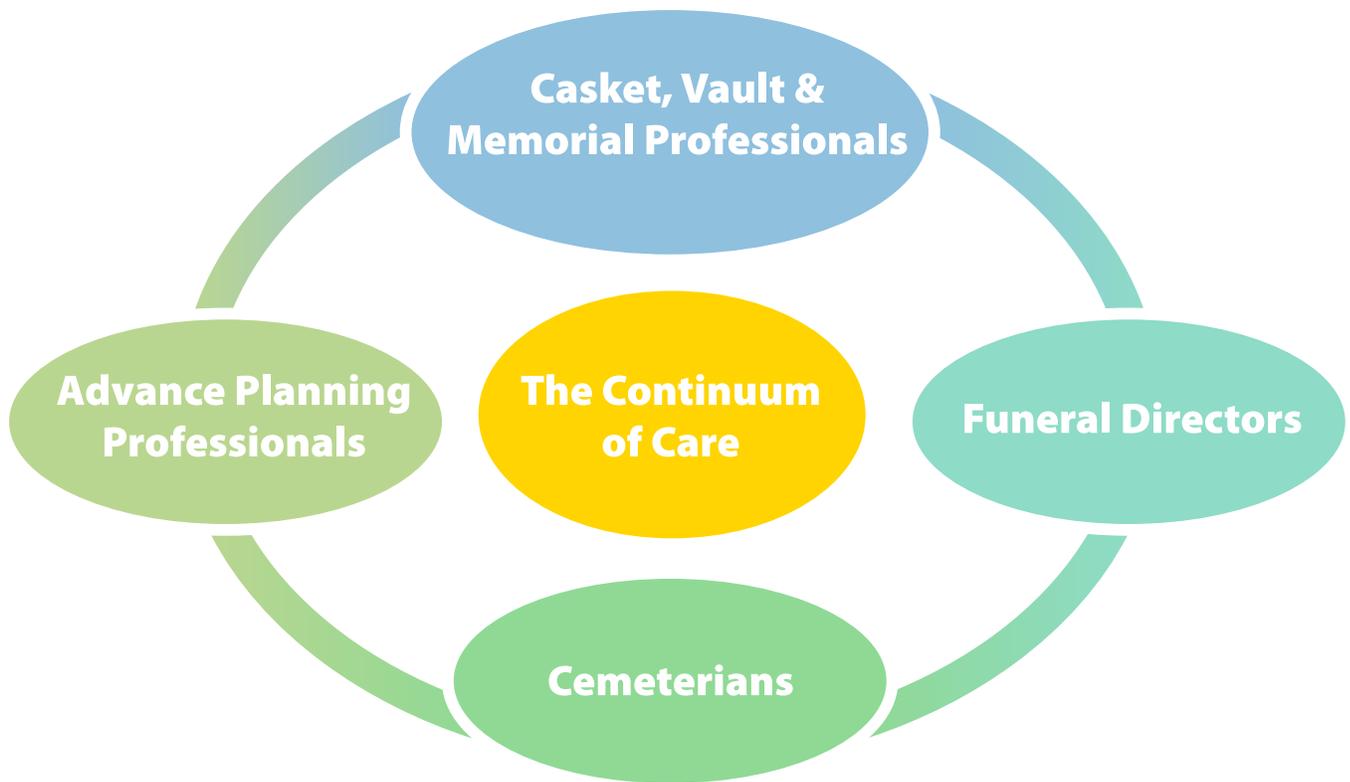
Armed with data from FAMIC's "Study of American Attitudes Toward Ritualization and Memorialization" and the Olson Zaltman ZMET study commissioned by the Funeral Service Foundation, FAMIC saw a tremendous opportunity to unite the profession and speak to consumers in a compelling, relatable way about value of memorialization.

When *Have the Talk of a Lifetime* was launched in the summer of 2013, it was truly a historic event in funeral service. Never before had so many different organizations united to educate consumers about the value of memorialization.

The campaign started as a grassroots effort that gave funeral professionals who were members of one of the 10 FAMIC associations access to professionally-produced education and outreach tools, including videos, brochures, advertisements,

community presentations, social media tools and more. Since the launch, FAMIC continues to add more materials, such as a workbook,

Have the Talk  
of a Lifetime®



**Unhappy and unprepared**

**Typically revert to "checklist"**

**Not in the right frame of mind to think creatively**

additional videos, and other tools to help funeral professionals understand how to use the *Have the Talk* resources in their community.

Members have truly embraced the materials; everyday FAMIC hears from funeral professionals throughout the country who are integrating the campaign into their existing marketing and community outreach efforts.

#### **How Can Have the Talk of a Lifetime Help You?**

We are all in this business because we care about funeral service. A funeral does not happen if a casket doesn't show up on time.

Have you encountered questions from clients about how to find better ways to build relationships with families in their communities, with hospice, with assisted living facilities, and veteran's groups in their area?

Are you having conversations with pre-arrangement counselors? Are they looking for growth in securing future business for the funeral home?

These are common questions and concerns for all in the funeral profession and they exist because we all care about funeral service. Everyone plays an important role in helping a family.



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*At time of "crisis," family members are on "auto-pilot." FAMIC learned to link the value of memorialization ("I Mattered") with the need to talk with loved ones about what matters most – how they feel they made a difference.*

It's something to be proud of it...and when you care about it, it becomes a continuum of care for the entire family. You have to take a step back and see from the outside what each person does to help a family.

Having this big picture mentality is what drives us and motivates us. It's important to see the impact that every person has, and that are all in this together, service providers and suppliers.

You play a large role in what happens behind the scenes to make all this happen.

In your business you may meet many funeral home customers who can't sleep at night, because the rate of cremation with no services continues to rise. You already know you have customers that want to survive. But not just survive, they want to thrive for the next five to 10 years and beyond.

That's what your business is all about, that is what is at the very core of what this sacred profession is all about... helping families continue on with traditions and create new traditions that come with honoring their loved ones lives.

### **Honoring a Life Well Lived**

We learned from the Olson Zaltman, ZMET Study that people felt that they wanted to know that their life mattered. In 2012, Funeral Service Foundation Research by Olson Zaltman Associates utilized a concept called ZMET Research (Zaltman Metaphor elicitation Technique) to help define memorialization. This was to help the industry understand the depth of consumers' unconscious motivations, and to study the role memorialization plays in a person's life.

This effort helped the industry to define "memorialization." And it set the foundation for "I

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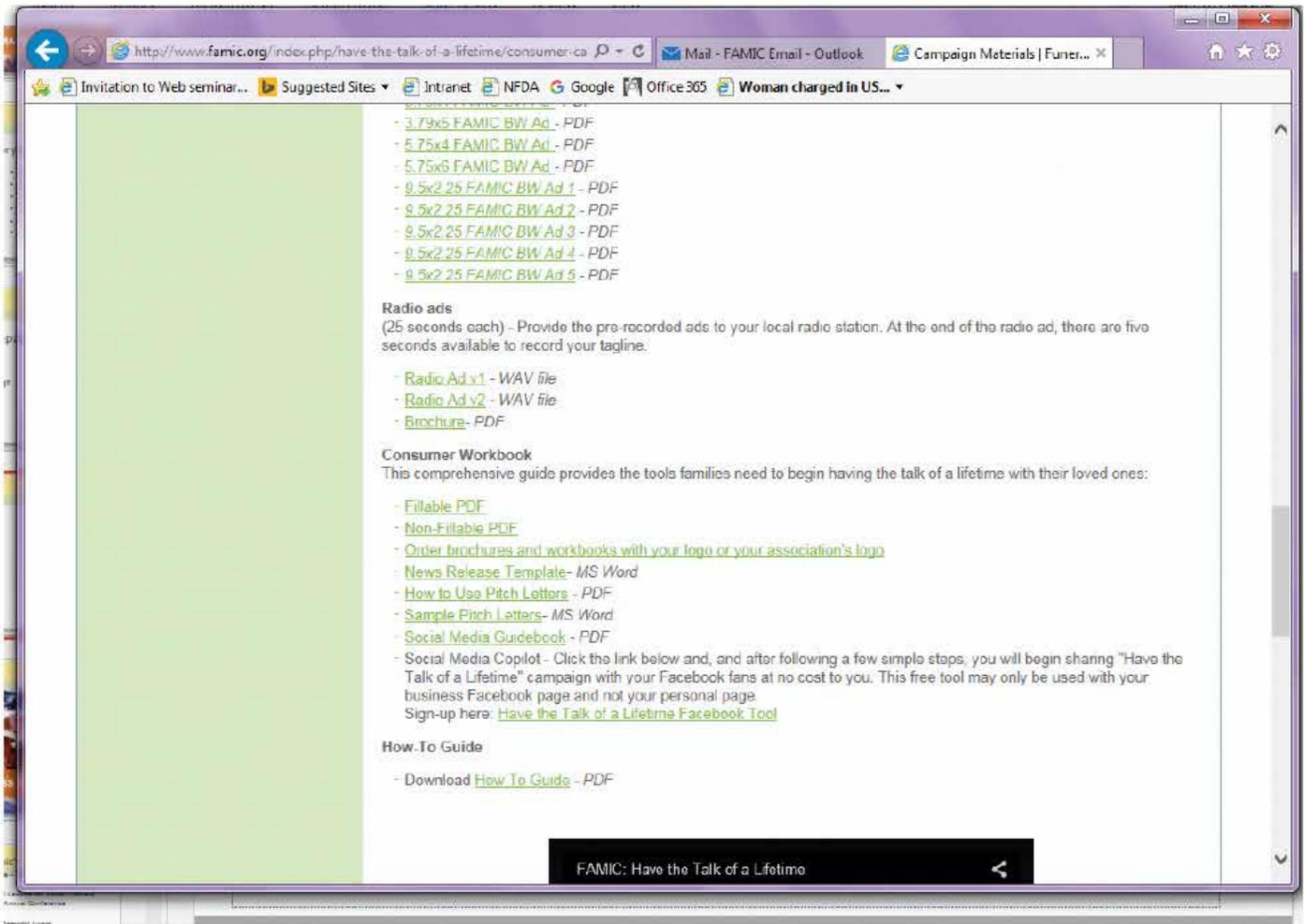
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## How Can “Have the Talk of a Lifetime” Benefit the Burial Vault Industry?



Mattered!” as an indicator that every person should be remembered for how they made a difference.

*Have the Talk of a Lifetime* asks families to talk with loved ones about their life story and the things that matter to them. These conversations help people understand that their life mattered and, lend themselves well to important conversations about end-of-life planning, including funerals and memorialization.

Additionally, we know that there are significant psychological benefits that come when families meaningfully memorialize their loved ones. It truly is the beginning of a healthy healing process. It is honoring a life well lived.

### **Encourage Conversations**

Another important finding that the ZMET Research showed was that at the time of “crisis,” family members are on “auto-pilot.” The time of “crisis” was defined as directly after a loved one had passed.

From this information FAMIC was able to understand that people make better decisions when not in a time of crisis. This research helped FAMIC learn where their message could make a difference. Encouraging conversations that would help people understand that their life mattered and, lend themselves well to important conversations about end-of-life planning.

FAMIC learned to link the value of memorialization (“I Mattered”) with the need

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to talk with loved ones about what matters most – how they feel they made a difference. It is FAMIC’s unique role is to inspire that conversation.

*We can’t do a burial if he vault is not there. Everyone plays an important role in helping family.*

to add the Social Media Co-Pilot from the famic.org, Have the Talk of a Lifetime Campaign Material page. It will load content from the Have the Talk Facebook page. The

### **Have the Talk of a Lifetime – One Voice, One Message**

In June of 2013, FAMIC took an unprecedented step and united the profession with a single, consistent voice by engaging its members in the Have a Talk of a Lifetime grassroots campaign. This was the first step in, in a multi-step program.

- Grassroots program – for FAMIC members (2013)
- One Voice Fundraising Campaign – to raise the funds needed to launch the consumer education campaign (2014)
- National Consumer Education Campaign (2016)

This grassroots marketing effort provides FAMIC members access to digital ads, website and social media presence, print and radio ads, and a community outreach presentation. Also included are “How To” videos, consumer videos, brochures/workbooks, webinars, a press release kit, media pitch letters, and a social media approach.

This campaign helped develop many usable materials for the industry. (To access these campaign materials—and a how to video on FAMIC—visit [www.famic.org](http://www.famic.org) and provide the username “famic” with the password “campaign.”

### **Social Marketing Approaches**

Does your business use Facebook? Do you struggle with updating content weekly?

A great way to add new, fresh content to your Facebook page multiple times a week is

featured messages have no relation to any holiday or date related comment.

These quality posts and graphics all come with a positive message. The posts will be automatically posted, multiple times a week, to all Business Facebook users who sign-up for this service.

Do you know that consumers can find you if you are a part of the Find a Funeral Professional search tool on the consumer page, [www.talkofalifetime.org](http://www.talkofalifetime.org) by typing in their zipcode? It will take consumers to your website.

But you need to do your part and sign-up! Here’s what you need to do:

Add the new logo and the HTML code to be a part of the Find a Funeral Professional database on the consumer website. There is also a webinar that you or your technology person may find helpful, this is HTML coding, it may be necessary to have your tech people administer this.

This page is where you will find the logo and instructions. Included is a webinar for adding the coded information to your website. ■

### **About the Author**

**Anna Bernfeld** is Senior Vice President, Member Relations, for the National Funeral Directors Association and a founding component to the “Have the Talk of a Lifetime” effort. The National Concrete Burial Vault Association is a key contributor to this broad-based campaign, and these remarks were presented at the NCBVA Conference in 2016.

# ASSOCIATION MATTERS

## NCBVA Certified Vault Manufacturing Plants NCBVA proudly recognizes the following companies that have a current standing in the Plant Certification Program

American Concrete Industries  
Auburn, ME

American Vault Company  
Cleveland, OH

American Wilbert Company  
Bridgeview, IL

Arnold-Wilbert Company  
Goldsboro, NC

Arrow Vault Company  
Lafayette, IN

Atlas Concrete Products, Inc.  
Orlando, FL

Babylon Vault Company  
New Windsor, MD

Baumgardner Products  
Company  
Akron, OH

Baxter Burial Vault Service, Inc.  
Cincinnati, OH

Baxter Vault Company  
Baxter Springs, KS

Beck Vault Company  
Rome, NY

Bell Vault & Monument Inc.  
Miamisburg, OH

Brewster Vault and Monuments  
Millville, NJ

Bruns-Doric Vault Company  
St. Louis, MO

Brutsche Concrete Products,  
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Buckeye Vault Service  
Mansfield, OH

C & M Precast  
Kerrville, TX

Carolina Doric, Inc.  
Florence, SC

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Oklahoma City, OK

Central Burial Vaults, Inc.  
Tulsa, OK

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Oxford, MA

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Cheboygan, MI

Chesapeake Burial Vault  
Company  
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Newton, KS

Crummitt & Son Vault Corp.  
Martins Ferry, OH

D of K Vaults, Inc./Gray  
Brothers  
Columbus, OH

D of K Vaults, Inc./Gray  
Brothers, Iola, KS

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Williston, VT

Dardanelle Vault & Monument  
Co., Dardanelle, AR

Deihl Vault & Precast Inc.  
Orangeville, PA

Doody Burial Vaults, Inc.  
Winchendon, MA

Doric Manufacturing  
Company  
Boaz, AL

Doric Mississippi Inc.  
Clinton, MS

Doric of Northeast Arkansas  
Jonesboro, AR

Doric of Tennessee, Inc.  
Nashville, TN

Doric Vault Co. of Central GA  
Griffin, GA

Doric Vault of Western New  
York, Inc.  
Buffalo, NY

Doric-South, Inc.  
Demopolis, AL

Esterly Burial Vault Company  
West Reading, PA

Evans Eagle Burial Vaults  
Leola, PA

Everlasting Vault Company  
Randallstown, MD

Fond du Lac Wilbert Vault  
Corp., Fond du Lac, WI

Forsyth Brothers Concrete  
Products  
Fithian, IL

Forsyth-Puttman LLC  
Terre Haute, IN

Golden Eagle Vault Services,  
LLC  
Rocky Mount, VA

Grable Burial Vault Service  
Logansport, IN

Hairfield Vault Company  
Morganton, NC

Hardy Doric, Inc.  
Chelmsford, MA

Harris Precast, Inc.  
La Porte, IN

Huntingburg Vault Company  
Huntingburg, IN

Ideal Burial Vault Company,  
Inc., Depew, NY

Jefferson Concrete  
Watertown, NY

Lake Shore Burial Vault  
Company  
Brookfield, WI

Lycoming Burial Vault  
Company, Inc.  
Montoursville, PA

Memphis Vault Company  
Memphis, TN

Mercer Vault Company  
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Minchew Sand & Concrete  
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Montgomery Vaults  
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Northwest PA Burial Svc., Inc.  
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Norwalk Vault Company  
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Palm Vault Co.  
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Patriot Vault & Precast  
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Pennsylvania Vault Company  
Johnstown, PA

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Vandalia, IL

Precast Concrete Products, Inc.  
Blissfield, MI

Precision Precast Inc.  
Pittsfield, MA

Rex Vault & Mausoleum  
Service, Inc.  
Newton, IL

Rooks Vault & Monument  
Fort Valley, GA

Saginaw  
Saginaw, MI

Saline Vault Company  
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Sam Green Vault Company  
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Willmar Precast Company  
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Youngstown Burial Vault  
Company  
Youngstown, OH

## National Concrete Burial Vault Association, Inc. Member Application for Plant Inspection

Name of Plant \_\_\_\_\_

Plant Mailing Address \_\_\_\_\_

Plant Street Address \_\_\_\_\_

Plant Telephone \_\_\_\_\_ Fax Number \_\_\_\_\_

Owner's Name \_\_\_\_\_ Evening Phone \_\_\_\_\_

Plant Manager/Contact Person \_\_\_\_\_ Evening Phone \_\_\_\_\_

Types of Outer Burial Receptacles Produced

Top Seals     Air Domes     Sectionals

Other \_\_\_\_\_



**Please return this application with full payment to:**

The National Concrete Burial Vault Association, Inc.  
136 South Keowee Street  
Dayton, OH 45402  
(888)88-NCBVA  
Fax (937) 222-5794

**For a NCBVA member in good standing, the  
Plant Certification Inspection fee is \$1295.**



# National Concrete Burial Vault Association

"Serving the death care industry with the very best"

## APPLICATION FOR MEMBERSHIP

### Dues Schedule

**Manufacturer Member**

Dues are based on total units sold at this location.

*Please check appropriate level:*

- 1-999 Units .....\$225
- 1000 - 1999 .....\$350
- 2000 - 3499 .....\$430
- 3500 - 4999 .....\$580
- 5000 and more ....\$700

**Associate Member**.....\$300

**Franchise Group** .....\$1000

### Payment Information

Include payment with this completed form. We accept Visa, MasterCard and American Express

Check is enclosed

Please charge my

- Visa     MasterCard
- American Express

Account # \_\_\_\_\_

Expiration date \_\_\_\_\_

### Mailing Information

136 South Keowee Street  
Dayton, OH 45402  
(888)88-NCBVA  
Fax (937) 222-5794

[www.ncbva.org](http://www.ncbva.org)

Key Contact \_\_\_\_\_ Nickname \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Company Web Site \_\_\_\_\_

Check here if you prefer to have your mail sent to your home.

Home street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Home Phone \_\_\_\_\_ Home Fax \_\_\_\_\_

### COMPANY INFORMATION

- Burial Vault Manufacturer       Funeral Director
- Crematory                               Cemetery
- Doric                       Wilbert                       Eagle                       Trigard
- Con-O-lite               Other                       Provide Graveside Services
- Metal Vaults     Plastic Vaults     Fiberglass Vaults
- Offer sizes for     Children               Adults                       Oversize

Associate Member: Tell us in 25 words or less about your product/services

### Please enroll me in NCBVA today!

Signature indicates that you have read and agree to abide by NCBVA's Code of Ethics and the rules that govern the National Concrete Burial Vault Association. Signature is required before this application can be processed.

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Date)

## CODE OF ETHICS

We believe that concrete is an ideal material for the construction of burial vaults for the interment of human remains and that a properly constructed concrete burial vault is worthy of acceptance by the public. Our sales and advertising policies will be governed by standards acceptable by the public and the funeral profession and by principles advocated by the National Concrete Burial Vault Association, Inc. We pledge fair trade practices to our competitor, whose product we will not disparage. We shall conduct our business on sound business principles, striving to build a relationship of respect and confidence for the burial vault industry with the public, with the funeral director and with the cemetery's management. We will abide by the rules and regulations of the National Concrete Burial Vault Association, Inc., thereby contributing to a stronger and greater national industry.

# BURIAL VAULT HANDLES

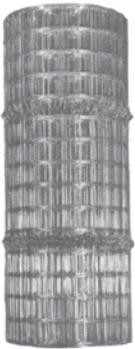
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## ***The Bulletin***

*The Bulletin* is the bi-monthly publication of the National Concrete Burial Vault Association. We would very much be interested in hearing from you!

Make sure to add us onto your mailing list for news releases about your company, special events, staff promotions or additions, and new products and services that would be of interest to the association and its members.

We would also look forward to receiving any photos of products or installations you have, either color or black & white. If they are at least 300 dpi and 1 mg at 8 x 10 inch format, we will even consider them for the cover!

And, we are also interested in receiving any thought leadership articles on industry trends and techniques, along with case study stories that promote the high standards of the association. (Or, if you just have an idea, let us know and we can write it for you or with you!)

Please contact me at any time!

*Don*

Donald A. Mounce, APR | *The Bulletin* Editor  
National Concrete Burial Vault Association (NCBVA)  
136 South Keowee Street | Dayton, OH 45402  
(888)88-NCBVA | Fax (937) 222-5794  
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