

# David Shanteau

1602 Greenwood Ave ~ Hamilton, Ohio 45011 ~ (888) 591-9002

[dave@shanteauconsulting.com](mailto:dave@shanteauconsulting.com)

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## EXECUTIVE SUMMARY

2<sup>ND</sup> Generation cemeterian including 35 years management experience in the administrative, maintenance and sales divisions of an 80 acre not for profit cemetery located in Southwestern Ohio. Direct involvement in the creation of Ohio Cemetery standard operating procedures, Ohio Cemetery law and participation on multiple cemetery boards. Passionate about the quality and establishment of high standards for Ohio Cemeteries.

## CORE COMPETENCIES

Business Planning ~ Property Development ~ Sales & Marketing ~ Administration and Operations ~  
Property Care and Maintenance ~ Mediation and resolution development

## PROFESSIONAL EXPERIENCE

Cemetery Consultant

1974 – Present

Informally consulted for independent Ohio Cemeteries ~ Designed, edited and managed creation of present Ohio Cemetery law ~ Chaired and retained membership of multiple Ohio Cemetery Boards and Commissions including the Ohio Cemetery Dispute Resolution Commission, Ohio Association of Cemeteries and Funeral Directors and Rest Haven Memorial Park ~ Founded and developed the Ohio Cemetery Foundation ~ Founded and developed Shanteau Consulting Services, providing professional cemetery consulting services.

Rest Haven Memorial Park

1974 – Present

*Executive Director and President*

### Business Planning

Inventory analysis and projections ~ Pricing and product mix analysis ~ Mausoleum and Columbarium planning and financial models ~ Cash flow analysis ~ Personnel needs and compensation ~ Trust fund development planning ~ New cemetery planning

### Property Development

Cemetery section and burial lot design ~ Cemetery space numbering plan ~ Cemetery section feature design and layout ~ Tree and bench placement within cemetery section ~ Cremation garden and design

### Sales & Marketing

Product development and pricing ~ Marketing strategies ~ Sales programming and terms of sale ~ Sales contract development ~ Cemetery sales brochure layout and design ~ Sales database development ~ Personnel needs and job descriptions

### Administration and Operations

Automation and computerization ~ Office operations and procedures manuals ~ Personnel needs and job descriptions ~ Cemetery mapping and inventory control ~ Accounting Analysis ~ Consumer relations ~ Cemetery Rules and regulations development ~ Overall administration and operational reviews ~ Cemetery Trustee and Board planning

### Property Care and Maintenance

Equipment selection ~ Equipment operation and maintenance ~ Property care and maintenance ~ Flower bed design ~ Shrubbery and tree selection ~ Memorial and monument selection and layout ~ Personnel needs and job descriptions