15th Anniversary Issue

Fall 1987 published by the Barre Granite Association, Barre, Vermont
So Long and Thanks, Tom Leary

From Vermont’s Green Mountains to a mountainside in Virginia goes Thomas Leary, the Barre Granite Association’s widely known and respected Manager of Planning and Development. Tom has retired after eight years in the granite industry, including three at the BGA.

As manager of the BGA’s Cemetery Service Program, Tom has been a valuable resource to cemeterians and retail monument dealers throughout the country. His columns for Barre Life, “News from the Cemetery Field,” have been widely reprinted and discussed.

Tom brought to the BGA a broad background in marketing and advertising and an ability to put difficult issues into clear perspective. His wise counsel will be missed. So long, Tom. And thanks.

To Learn Stoneworking...
The Stone Trades School

The nationally renowned Stone Trades School of Barre announces openings for additional students in the session which begins in January. For information, contact Warren Williams, Stone Trades School guidance coordinator, Barre Regional Vocational-Technical Center, 155 Ayers St., Barre, VT 05641.
Brent Buttura, President of Buttura & Sons, Inc., has been re-elected President of the Barre Granite Association Board of Trustees. He will lead the BGA during the coming year as the association develops new services for members and new promotions and activities to benefit retail dealers.

At the BGA Board's annual meeting this summer, association members also re-elected as trustees Charles Chatot, President of the North Barre Granite Co., and Robert Zider, President of Beck and Beck, Inc. Norman James was re-elected BGA Executive Vice President. Retiring Treasurer John Salvador was recognized for his 18 years of association service.

Pictured above in the front row are BGA Board members Raymond Rouleau, Corporate Secretary and Plant Manager of Rouleau Granite Co.; Brent Buttura; Nick Cetrangolo, President of Cetrangolo Finishing Works; and Charles Chatot. In the second row are Board members Robert Zider; Kurt Swenson, President of the Rock of Ages Corp.; Peter Friberg, Vice President for Sales of Anderson-Friberg Co.; and BGA Executive Vice President Norman James.
It was the largest crowd in Barre history. Eight thousand people jammed together and waited for more than an hour to see the old Bull Moose, former President Teddy Roosevelt. T.R. had come to the Granite Center of the World to win back the White House.

Roosevelt rallied the crowd from the steps of the Church Street Schoolhouse, today the headquarters of the Barre Granite Association. Among the throng were many granite workers. Most fabricating plants closed so their employees could see America's only living ex-President.

The crowd cheered as Roosevelt boomed, "I am trying to bring nearer the day when social and industrial justice shall be parceled out to all alike in this land of yours!"

T.R.'s whirlwind 1912 visit to Barre was a triumph. His fortune at the polls was less successful.
BGA Headquarters...

**THIS FALL AT BGA HEADQUARTERS**

The BGA building in downtown Barre is now undergoing extensive top-to-bottom renovation. The building's historic exterior will remain the same, but inside almost everything will be different. The century-old structure will have new offices and work areas, new conference space and meeting rooms. And, naturally, Barre granite will be featured. Visitors will enter an elegant granite-floored foyer that will be dominated by a dramatic skylight-illuminated, granite-tread stairway.

Watch Barre Life for announcement of the BGA's upcoming open house.
All that remains to do is the celebrating. The finishing touches are complete on the American Cemetery Association’s Centennial “Time Capsule” Monument.

The monument stands on the grounds of Spring Grove Cemetery in Cincinnati, the second-largest cemetery in the United States. Dedication will be during the ACA’s 1987 national convention in November.

In late summer, Barre’s Rock of Ages Corporation completed the monument’s three polished granite pylons. The inscriptions on the 12-foot-high alpha and omega pylons read: “Rededicating ourselves to continued service” and “To remember...to celebrate...the first 100 years of service to our nation.”

The third pylon is 15 feet high and summarizes ACA founding objectives and the association’s goals in 1987.
How Barre Life Began...

"Some retailers, even some who had been doing business with Barre companies for a long time, had never visited us," reminisced Barre Life founder and retired BGA Executive Vice President Milton Lyndes. "The reason was distance. So we created a magazine to enable our customers and suppliers to meet on the printed page."

The name Barre Life, he said, was "a natural."

"The life of Barre was what we wanted to convey. We knew retailers were interested in what was happening in the Granite Center of the World. The magazine came on the scene at a time when important changes were coming in the monument industry... mechanization with new machinery, new plant layouts and production flow.

"We felt the magazine should be as educational as possible, while also being entertaining and enjoyable. One of the leading photographers in New England — Hanson Carroll — has taken many of our feature photographs."

Barre Life can claim significant firsts as a granite manufacturing trade magazine. Among them:

- It was the first industry magazine to publish extensive photographs of plant interiors, including people and machinery at work.
- It has been a leader in publishing detailed facts and recommendations about transporting monuments to retailers.
- It was one of the first magazines of its kind to emphasize the importance of women in the stone industry.
- Recently, it has become a colorful showcase for the monumentation potential of granite.

In that first issue of Barre Life, Milt Lyndes told his new readers, "Barre is predominant in the field of traditional memorials. By reading your issues of Barre Life you will gain a better insight as to why Barre continues to be a world leader in memorialization."

We're convinced that holds true today.

Milt's successor as BGA executive vice president, Norman James, notes, "Barre Life magazine is recognized nationally as one of the finest trade magazines published today. Our emphasis is to clearly illustrate the beautiful workmanship, talent and ability of the members of the Barre Granite Association. We want to inform memorialists about 'what's happening' in Barre and, at the same time, provide them with a sales tool. I know several memorialists who use Barre Life during counseling sessions, showing their clients the multitude of designs created by BGA members. We will continue that tradition."
A long tradition of quality workmanship underscores production operations at Adams Granite Company. Company President Kerry Zorzi is a third-generation owner of this BGA member-firm founded in 1934 by his great-uncle, Adam Podskalny. Kerry also is manager of the plant's day-to-day production.

Kerry puts his personal stamp of approval on every aspect of the company's operation. "More than anything else," he said, "I respect the value of high-quality stone and excellent workmanship."

The Adamscraft sandblast carving technique has a fine reputation among memorialists, and the Adams rose is also very popular.

The installation of a new, fully automated, gantry-type diamond saw and a new splitter in the plant and streamlined administrative operations in the office have added significantly to the production and efficiency of the firm.

"Personalized service, quality and value is a part of our history and I intend to make it a part of our legacy," Kerry said.
Founded in 1910, Anderson-Friberg Company is in its third generation of family operation. It is owned and managed equally by Melvin Friberg, President; his son Peter in sales; and son-in-law Robert Pope in administration.

Anderson-Friberg Company is recognized as one of the most advanced granite manufacturing plants in the industry. Last year Anderson-Friberg expanded its plant 3,000 square feet to add a high-production conveyorized polishing line and enlarged its maintenance shop.

Anderson-Friberg Company last year also became the sole owner of Associated Memorial Products, AMP, a 40-year-old firm, is devoted exclusively to the production of custom sawing and polishing for the Barre granite industry.

Specializing in guaranteed customer satisfaction over the past 75 years, Anderson-Friberg Company has established a nationwide reputation for its reliability and high standards of excellence.
“Our customers want and deserve quality products provided by fast, efficient and personalized service,” says Bob Zider, company President. To that end, Beck & Beck has continued to make substantial capital improvements in all operational areas. The company’s huge warehouse enables it to provide “Express Service,” usually within three days, on many standard sizes of Barre granite monuments, slants and grass markers at very competitive prices.

Bob Zider and Vice President Bob Hilferty represent the fourth family generation to carry on Beck & Beck’s tradition of fine quality and service since 1896. The well-known Guardian seal, an industry symbol of excellence, is etched onto a wide range of products manufactured from Barre and colored granite products and memorials, including: custom mausoleums, pre-assembled mausoleums, cemetery shrines and features, municipal and veteran’s memorials, Guardian “Weather Sealed” etchings; and products for industrial, commercial and residential purposes.

Royal Damask granite was used for this polished and carved monument, featuring large sandblasted dogwood blossoms. (4-0 x 0-8 x 2-4)
Brent, Leo Jr. and John Buttura continue to maintain the strong traditions of quality granite monument workmanship and customer service that have been passed down through the generations at Buttura & Sons.

The company prides itself on being a "full-service" house. Full service at this BGA member company takes many forms. An experienced sales force, complemented by the home office, serves customers from New England through the Midwest. Computer systems play a vital role in the performance of administrative responsibilities and plant production.

Full service also means a complete state-of-the-art granite manufacturing operation under one roof: drafting, sandblasting, sculpting by two sculptors, contour or diamond sawing, polishing and traditional stone cutting.

From patented Unitary Slants to mausoleums, customers of Buttura & Sons know they can rely on "Better Built" to stay on top of today's market demands.

This Red Diamond granite monument combines a polished finish and a shell rock border. (3-6 x 0-8 x 2-4)
Cetrangolo Finishing Works is a first-generation company, probably the largest first-generation manufacturing company in the granite industry.

"We want to change the way things are done," says President Nick Cetrangolo. "Our real plus is that we don’t have generations of tradition to maintain."

Over the past several years, Cetrangolo Finishing Works has changed things a great deal, while growing as a specialized manufacturer.

"We want to do what we do exceptionally well and efficiently, for the benefit of our customers and ourselves.

"We believe we have the experience, the ideas, the initiative and the conviction to put our dollars where our words are and make the necessary changes to produce better quality monuments, with better design, at a lower price and deliver them faster than ever before. That’s a tall order, but we’re committed to it.”

Sandblast carving accents this Barre granite monument, polished on three sides with a dusted bottom. (3-6 x 0-8 x 2-4)
Chioldi Granite Corporation continues to be recognized as an outstanding specialist in the manufacture of unusual duplicate monuments and new designs. The company produces everything from single monuments to mausoleums and all other types and sizes of units.

Under the leadership of President John Mattson and his sons Ken and Allan, Chioldi Granite Corporation is looking to the future with plans for an addition to the plant to increase shipping and storage space and make operations more efficient. The company also plans to add a small automatic slab polisher. Recently, Chioldi installed an office computer system to expedite orders and billing.

At the firm, which is known for its one-of-a-kind work, sculptor Philip Paini two years ago carved what is now regarded as a landmark in Barre, the impressive statue of an Italian-American stonemason. Philip and sculptor John Hanna execute all of the firm’s sculptured and floral carving.

The classic Celtic cross design highlights this steeled Barre granite monument.

(4-4 x 0-8 x 2-6)

John Mattson
President
The development of the contemporary Colombo Granite Company parallels the history of Barre Life magazine. Fifteen years ago when Barre Life was created, Bob and Jackie Colombo became President and Vice President of Colombo Granite, assuming company leadership on the retirement of Bob’s father, “Mac” Colombo.

“During the past 15 years,” says Bob, “we’ve been fine-tuning our business to make sure we can take care of our customers’ needs. Part of our success has been accomplished by the addition of David Widmer to the sales staff.”

The company also has added incoming and outgoing toll-free lines to better serve customers.

“Our promise,” vows Bob, “is to deliver the product on time and of the very first quality.”

To meet those goals, Colombo has installed modern automated equipment and, in recent years, has added several thousand square feet of space to the plant in order to increase production capacity.

Manufactured from dark Barre granite, this polished monument features a sandblast rose. (3-6 x 0-8 x 2-6)
C.R. Davidson Company, Inc. of South Ryegate, Vermont, has built a solid reputation during 58 years of business for personal and efficient customer service and production of only the highest-quality memorials. This BGA member-firm prides itself on its substantial duplicate work and personal first-name relationship with its customers. Clyde Davidson is President of the company and his wife, Muriel, is responsible for customer relations and bookkeeping. Their son-in-law, Winston Doe, is plant foreman and their daughter, Louise Doe, is a stenographer. Jean McPhee is office manager.

Sculpted praying hands and sandblast carving beautify this steeled Barre granite monument. (3-6 x 0-8 x 2-2)
Ninety-eight years ago, the firm that is now Desilets Granite Company was founded in Montpelier. Through the years, the company has been a noted designer and manufacturer of fine cemetery memorials.

In 1923, the company became Desilets Granite Company. Today, Desilets Granite remains very much a family-owned and operated corporation. Alfred Roselli is President and Treasurer; Victor Roselli, Vice President and Manager; and Sam Roselli, Vice President.

Before coming to Barre, the Rosellis owned a retail shop and manufacturing plant in Hillside, Illinois, where they personally sculpted all of their hand-carved monuments.

In 1946, the Roselli family came to Montpelier and purchased Desilets Granite Company. Understandably, with the Rosellis' background, Desilets Granite has long been known for its carving and statuary, as well as monuments in Barre Gray and a variety of colored granites.

In 1952, the Rosellis bought the plant adjacent to their Montpelier operation and connected the buildings. They have constantly made improvements.

Exquisite sculpting highlights this polished Midnight Opal monument. (4-6 x 0-8 x 3-0)
Very appropriately named is Family Memorials, the Barre Granite Association company owned and operated by four members of the Couture family.

Robert Couture, President of the company, runs the office as well as handles the shipping of finished monuments. Roger Couture is in charge of all cutting and finishing. Armand Couture oversees polishing and sawing, and Mary Ann Couture is secretary, estimator and bookkeeper.

During the past 15 years, Family Memorials has increased its efficiency by making mechanical and technical improvements in the plant and by adding a new office. Future improvements in both the plant and office are in the planning stage.

This steeled Barre granite monument features intricate sandblast carving. (3-6 x 0-8 x 2-2)
S.L. Garand & Company, Inc. has been in the monument manufacturing business since 1914. The company was founded by Simeon L. Garand, grandfather of current third-generation operators Richard, John and Steve Garand.

S.L. Garand & Company has a history of innovative ideas in both stoneworking machinery and personalized memorialization. Fifteen years ago, the Garand plant was completely renovated and outfitted with modern fabricating equipment. Five years later, the office was remodeled, and a few years after that, the company purchased and renovated the granite plant next door.

“We’re always looking for new ways and new production methods to better serve our customers,” says Richard Garand, company President. “We’re very optimistic about the future of our company and our industry.”

This polished Frosty Black granite monument is accented by fine etching. (3-0 x 0-6 x 2-0)
A new increased emphasis on building stone work at Grearson & Lane Company has expanded business. At the same time, the well-known company continues to focus on its number one goal of maintaining an outstanding reputation as a leader in the turned work field throughout the monument industry. Grearson & Lane Company is now in its third generation of Grearson family ownership. John Grearson, President, and Norman Grearson, Vice President, are the third pair of brothers to operate the company.

Specializing in lathe turning of granite, the company recently added an automatic diamond cutting lathe and a three-foot diamond saw to its production line.

Future plans for the company include further use of diamond technology in the production of columns, vases and urns.

These twin steeled Barre granite vases measure 1-6 in diameter by 1-6 tall.
The marriage of two successful granite companies (Houle Brothers Granite and Giudici Brothers, Inc.) gives the present firm, Houle-Giudici Granite Company, a total of 100 years of experience in the granite manufacturing industry.

Building on its long history in the business, Houle-Giudici continues to look toward the future with modernization and expansion of production facilities.

The company prides itself on the fact that it has been able to combine fast service at reasonable prices without sacrificing the fine quality associated with its years of Jewish and gentile monumentation work.

This Barre granite monument is highlighted by a sandblast cross and the combination of polished and steeled finishes. (4-0 x 0-8 x 2-6)
In the past five years, LaCross Memorials has invested in new milling and polishing equipment capable of producing monuments in many shapes, like the monument pictured on this page which was manufactured for the Barre Granite Association’s 1987 Sales Seminar.

“Our main emphasis today at LaCross Memorials is striving to give faster service, along with good quality,” says Gabriel “Bebe” LaCroix, company President. Vice Presidents of the BGA member-firm are his sons, Gary and David.

Efficiency at LaCross Memorials has steadily improved with the installation of a wide range of equipment and the computerization of office procedures.

In addition to producing monuments in famous Barre Gray granite, LaCross markets colored granites including blue-black, black, red, pink and mahogany.

Delicate etching, a planter receptacle and graceful contours are combined in this all-polished Jet Black granite monument. (3-0 x 0-8 x 2-2)
Lawson Granite Company is a family-owned and operated business of more than 50 years' experience. With great attention to quality control and personalized service, Lawson produces all types of memorial work.

Currently, construction is underway on a 32,000-square-foot pre-engineered production plant which will be the new home of Lawson Granite Company. By doubling plant and sandblast operational space, emphasis will be placed on improved service and better use of modern equipment and handling systems.

Plans for innovative monumental designs using sandblast, etching and hand-carved techniques will be released in January of 1988.

Lawson Granite Company invites all retailers to visit its new plant after completion at the beginning of next year. The company's new location will be in the Wilson Industrial Park in Barre Town.

Albert Gherardi Jr.
President

Polished Jet Black granite was used for this monument, which features an open-book top with sculpted praying hands. (3-0 x 0-8 x 2-4)
Raoul Maurice founded Maurice Memorials in the early 1950s, and at age 84, he is the oldest stoneworker on a continuous basis in the Barre granite industry.

Two years ago, the company expanded its customer base and selling territory by adding telemarketing, which has established the company in the Midwest and allowed quicker turnaround on products, volume discounts and a direct link for customers.

Maurice Memorials is a forerunner in the computerized drafting of memorial designs. The company installed its new drafting system last year and now has a library of more than 1,000 computerized designs. The automated design capability offers customers a greater selection of designs and faster delivery on full sizes.

Maurice Memorials carries a wide range of granite colors, from Barre Gray to Jet Black. Through a streamlining of production methods over the last several years, the company can deliver first-quality memorials within two to three weeks.

This polished dark Barre granite monument features sandblast carved roses.

(3-6 x 0-8 x 2-0)
Founded by the late Steve Mureta, Montpelier Granite Works is now owned and operated by Joseph Mureta and his sons Dan and Doug.

Quality monuments are manufactured by the company in Barre Gray and many colored granites. Montpelier Granite Works also has produced fine veteran's memorials and unusual custom monuments. MGW is especially proud of its sandblast carving and lettering as well as its own excellent full-time sculptor.

"This three-generation, family-operated business always has its eye on the future," says Joseph Mureta, President of the firm.

"We're constantly updating our buildings, customer services and plant machinery to stay competitive in today's market."

Reverse tapering, detailed etching and an inscription panel distinguish this polished Jet Black monument. (3-2 x 0-8 x 2-6)
Nativi & Son, Inc. reaches a milestone next year, its 50th anniversary.
In 1960, Silvio Nativi joined his father’s company and was instrumental in developing a computerized system for estimating, order entry and production control that is used throughout the industry.
In 1972, a new affiliated company, Granite Industries of Vermont, began all sawing and polishing for Nativi & Son. Since then, the company has moved into new quarters and installed a state-of-the-art diamond sawing and polishing operation for markers and monuments in Select Barre and colored granites. Expanding into the building trades field, Nativi & Son has provided granite for A.T. & T. headquarters in New York, the Vietnam Veterans Memorial in Washington and many other major projects.
In 1986, Silvio also became an owner of the Fletcher Granite Company of West Chelmsford, Massachusetts, the largest producer of granite curb and related highway, bridge and landscaping products in the East. Nativi & Son and its affiliates now are able to meet a wide range of granite product needs.
Established in 1895, North Barre Granite has enjoyed a lengthy history in the granite industry...as has the Chatot family. Charles Chatot and Judee Chatot-Travis, current owners, are the Chatot family's fourth generation to involve themselves in the stone industry. This legacy, coupled with a loyal and highly skilled crew, has given North Barre its continued success.

Throughout the years, the company has continued to modernize its plant, machinery and equipment, and it is proud to have been the first Barre manufacturer to become "all diamond," with the replacement of its wire saw in 1982 with a seven-foot diamond saw.

Computers have made their way not only into North Barre's offices and production plant but also into the drafting department, where they are used to produce full-size details.

The Chatot family is proud of its heritage, and it is this pride that encourages everyone at North Barre Granite to strive to provide the best in service and workmanship.

An unusual concave face distinguishes this all-steeled Barre granite monument. (3-6 x 0-10 x 3-0)

Charles Chatot
President
Peerless Granite Company is an old and prestigious company that is known throughout the nation for its beautiful cemetery memorials and mausoleums. "Eternal Tribute Memorials" is the trade name associated with Peerless Granite Company, a company that takes pride in doing a superior job with even the most complicated memorial design.

Many dramatic changes have occurred at Peerless Granite Company in the last year. These include a new office, expanded drafting facilities, a line polisher and, perhaps most obvious, new management. The Mugford family of Barre purchased Peerless Granite Company on January 1st. Although they are new to Peerless, the Mugfords have been in the granite business for over 30 years with M & W Polishing, their custom sawing and polishing plant, which is an associate member of the Barre Granite Association.

Peerless Granite Company plans to continue the high-quality craftsmanship its monuments and mausoleums are known for, while employing every modern method possible to expedite the production process.

This black polished monument features an exquisite etching design. (3-6 x 0-8 x 2-2)

Bret Mugford
Vice President and Plant Manager
One of the smaller member-firms of the Barre Granite Association is the Rivard Granite Company, an active supporter of BGA goals and a producer of highest-quality monuments.

A long-time association member, Rivard Granite lives up to the BGA slogan "a good company to do business with." President Robert Rivard and his brother, Roger, company Treasurer, foster close links with customers by making personal visits to retailers.

At the same time, the Rivard Granite Company has maintained continued visibility through its advertising program in trade journals.

Continued modernization and improvement are the watchwords at Rivard Granite Company. Recently, the firm purchased an automated polishing machine and a small diamond saw for making special cuts.

Rivard Granite Company is renowned for taking on special jobs and providing personalized, efficient service.

This polished dark Barre granite monument features a broken wheat stalk design. (3-0 x 0-6 x 1-10)

Robert Rivard
President
Much has happened at Rock of Ages since the company’s profile was published in the 10th anniversary issue of Barre Life five years ago.

In early 1984, Rock of Ages was purchased from Nortek by the Swenson Granite Company, a small, 100-year-old, family-owned granite company.

Major efforts have been made to improve quality, delivery and customer service, as well as the competitiveness of Rock of Ages products.

One major step has been the introduction of Regal, a medium Barre line of monuments to supplement the Rock of Ages Sealmark and Colorcraft lines.

In addition, the Unicraft pre-assembled family mausoleum line has been expanded to include six- to eight-crypt walk-in buildings.

While many things have changed at Rock of Ages, many others continue as before. Rock of Ages remains “the most widely known name in the field of memorialization” and continues its long tradition of providing high-quality sales and marketing aids to its dealers.

This modern, gracefully shaped monument in polished blue-gray Barre granite features a delicately carved rose. (3-6 x 0-8 x 2-6)
The Rouleau Granite Company of Barre started as a saw plant operated by Rodolphe Rouleau. In 1957, under the direction of Rodolphe's son Lucien Rouleau, the company began producing finished monuments in Barre granite.

Twenty-five years later, in 1982, the Rouleau Granite Company began manufacturing monuments in many different colored granites and producing granite surface plates, which are used in the machine tool industry. During that year, Rouleau Granite also started to cut building granite.

Rouleau's latest endeavor, "Metro-Bronze," began last year, when the company cast bronze plaques used in the monument industry as well as commemorative plaques used in many areas.

A Metro-Bronze plaque on a Jet Black insert accent this Barre granite monument. (4-0 x 0-8 x 2-0)

Lucien Rouleau
President
Other Members of the Barre Granite Association Family

The companies profiled in the preceding color section of this issue aren't the only members of the Barre Granite Association. The BGA also has 20 associate members and 18 sustaining members.

Associate members do custom drafting, sawing, steeling, sandblasting, polishing and sculpting. Sustaining members supply materials, services and transportation to BGA voting and associate members.

### BGA Associate Members

#### In Barre...
(postal zip code 05641) (telephone area code 802)

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### BGA Sustaining Members

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They were sizzling, the nearly 100 retail monument dealers who traveled to Barre this summer for the Barre Granite Association's fact-packed Sales Seminar '87.

They were sizzling with hot new ideas for business success.

And they were sizzling because of a heat wave that one afternoon saw the mercury in normally temperate Barre shoot to the record-setting 95-degree mark.

Students traveled to Northern Vermont from Texas, Wisconsin, Minnesota, Virginia, Utah, Oklahoma, the Northeast and places in between.

“Our industry is changing rapidly, and this seminar is designed to help monument dealers succeed in that new environment,” BGA Executive Vice President Norman James told students at the opening session.

Recognizing pre-need selling as crucial in today's competitive marketplace, instructor Roy Keith detailed his successful pre-need selling system. Keith is president of the Keith Monument Company, Elizabethtown, Kentucky.

Gary Koontz, owner of Everett Granite and Marble Works in Everett, Pennsylvania, presented a course on selling in the memorialist's place of business. Barre funeral director Bruce Judd led a panel discussion on grief therapy, and Robert Lee, President of Cooperstown Monument Company in Cooperstown, New York, spoke on sales in the customer's home.

World-famous Hope Cemetery was the “classroom” where students saw hundreds of examples of expert Barre craftsmanship.

Bob Peduzzi, Anderson-Friberg Company designer, pointed out sandblasting techniques, and Rock of Ages Corporation designer Mickey Tanner discussed lettering.

Stone carver and associate BGA member Eric Oberg of 3-D Sculpture Studio explained the intricacies of hand-tooled carving. Rouleau Granite Company designer Peter Quinlan showed off unique monuments, and Paul Giacherio, recently retired from Beck & Beck, Inc., discussed the design and manufacture of mausoleums.

During the past five years, more than 600 monument dealers have come to Barre to see the quarrying and manufacturing operations of BGA member-firms and to learn effective sales methods through BGA seminars.
A future memorialist? Could be! Drew Ponder obviously has an eye for the outstanding monuments of Hope Cemetery. Drew photographs a favorite, accompanied by his father, Harvey Ponder, of Lackey Monument Company in Galesburg, Illinois.

Unique monuments made by Barre manufacturers are the subject of a Hope Cemetery workshop taught by Rouleau Granite Company designer Peter Quinlan.

Memorialists see close-up how beautiful Barre granite monuments are manufactured at Rock of Ages Corporation. Conrad Rowell (right) is their host.
This year, the Monument Builders of Pennsylvania decided to do something special for their annual summer convention. They came to Barre.

"The tour of the quarry, the Rock of Ages Craftsman Center, Hope Cemetery and the various manufacturers was interesting, educational and profitable for everyone," said MBP President Dick Gealy.

Memorialists can protect the beauty of cemeteries by the work they sell, says convention speaker Gene Brusetti, a Rock of Ages designer. He illustrates his point.

From the edge, Pennsylvania monument dealers see the source of world-famous Barre gray granite.

GRIEF: Challenge and Opportunity

How monument dealers deal with grieving people can very drastically affect their business, contends a Minnesota memorialist and specialist in death and dying.

David Fritz, owner of Owatonna Monument & Marble in Owatonna, Minnesota, took a straight-on look at grief during this summer's Missouri-Kansas-Oklahoma Monument Builders' convention in Kansas City, Missouri.

In the weeks shortly after a death, Dave said, loved ones are dealing with shock and depression. At that time, they are suffering and it's too early to sell them a monument. "It's easy to get them to buy out of guilt, but when the monument is delivered, they won't remember what they bought and they'll fault us and our industry."

At Owatonna Monument & Marble, Dave sends a short, personalized letter three to four weeks after a death offering to help the family with a monument. About a week after the letter goes out, there's a telephone call to see if it's OK to send a brochure. There's no high-pressure selling.

It's vital, Dave believes, to allow the grieving process to be completed. "An automatic trust relationship will develop."
A new administrative assistant to the executive vice president is on board at the Barre Granite Association. Martha Langone, who has extensive experience in both secretarial and accounting fields, joined the BGA staff this summer. Martha is in charge of BGA bookkeeping responsibilities and also serves as the association's new assistant treasurer.

When she's not busily computerizing our books, Martha takes on a variety of special projects. She administered the BGA design contest and contributed mightily to the success of this summer's BGA Sales Seminar '87.

Before coming to the BGA, Martha was in charge of day-to-day operations at the Vermont Labor Relations Board.

While raising her three sons, she earned a bachelor's degree in education. With her sons grown and gone, Martha now enjoys her after-work hours helping husband Dan tend his apple orchard in their Randolph Center yard...when she's not polishing her new golf game.

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