New Ventures . . .

After more than a decade of serving the Barre Granite Association, I informed the BGA Board of Trustees that I am moving on to new ventures. It has been a pleasure and a major highlight of my career to serve the member-firms of the BGA. The past 11 years have been educational, challenging and very rewarding.

I think often of the scores of enduring friendships, personal and professional, that I have had the privilege of establishing in Barre and all over the country. Friendships that will continue long into the future.

I also think of the great strides this industry has made in the past decade: the technology explosion, which is responsible for increasing manufacturing capacity, the ongoing professional improvement and educational opportunities for retail memorialists, and the continuing development of effective relationships between producing areas in North America. Much can and will be written about the people and the events that have been instrumental in shaping the progress of this fine industry.

I leave the BGA with a great sense of confidence that the granite memorial industry, continuously shaped and reshaped by an evolutionary marketplace, will always have a leadership role in providing meaningful memorialization for a life that was lived.

My future begins with the establishment of my own business, James & Company, a firm that will offer many services to small businesses and associations of all types and products.

I wish you all success and happiness.

(From left) BGA Trustees Kurt Swenson and Mike Bouchard present Norman James with a pair of Barre Gray granite bookends during the BGA’s 103rd annual meeting in June. The bookends were in appreciation of James’ service as BGA executive vice president.
May 12, 1972

Mr. Milton V. Lyndes
General Manager
The Barre Granite Association
51 Church Street
Barre, Vermont 05641

Dear Mr. Lyndes:

I congratulate you on bringing BARRE LIFE into being. The new magazine to be published by my friends in the "Granite Center of the World" is a wonderful way for your customers to meet Vermont and its people.

Having lived for many years in the Barre area, I am of course personally acquainted with most members of the Barre Granite Association. I congratulate them for making BARRE LIFE possible.

I truly believe that your new quarterly magazine will not only be a great service to the monument industry but it will bring to the attention of your readers the unique advantages of our beautiful state and encourage them to visit us and get better acquainted.

Sincerely,

Howard Dean, M.D.
Governor
The Barre Granite Association

Over the years we've been asked by individuals starting out in the monument retail business (and people from all walks of life for that matter) to describe what it is we do as an association and for whom.

Together Since 1889

Established in 1889, the Barre Granite Association is an association with a current membership of 26 granite quarriers and manufacturers (our voting members) and 38 businesses related to granite industry (our associate members) located in Barre, Montpelier, Northfield and South Ryegate, Vermont.

The objective of the Barre Granite Association is to provide a variety of support services to its members in the marketing and promotion of granite products.

There are six operating quarries in the Barre area, owned and operated by Rock of Ages Corporation, which produce world-famous Barre Gray granite. Other Vermont quarries are located in South Ryegate, Hardwick, Woodbury and Bethel.

In 1991, the members of the Barre Granite Association produced more than $54 million in granite products with a payroll for approximately 1,200 employees in excess of $40 million, including wages and benefits.

Help To Its Supporters

In addition to supporting our own members, we also support the thousands of retailers of granite monuments across North America who have turned to Barre for all their monument and granite product needs.

Everything's In Order at the BGA

Part of this support comes in the form of providing the promotional sales materials and brochures listed in the back of the magazine. Our policy with orders is to let you know immediately if there will be any delay in getting material to you or if a particular item is temporarily out of stock. And we take the time to listen to your suggestions and concerns. In fact, we brought back the BGA decals after many of you called to say how useful they had been in promoting your businesses.

It's A Wonderful (Barre) Life!

One of the benefits of doing business with BGA member-firms is your complimentary subscription to Barre Life magazine, the finest monument trade magazine in the industry. The monument design photographs you submit for publication can go a long way in promoting your business and can be used as a catalogue of visible designs.

Support To State/Regional Associations

In 1991, the member-firms of the BGA established its education workshop series to provided a broad range of educational opportunities to retailers of granite memorials at state and regional conventions supported by the BGA.

And, at the request of memorialists across North America, we are hosting "The Road To 2000: Decisions For the 21st Century" this summer (see page 33 for more information).

Questions? Comments? Suggestions?

Give us a call, or drop us a line — we'd like to hear from you.
What We Do . . . And For Whom

What The BGA Provides For Its 26 Members

- Industrial relations counseling and the maintenance of an effective working relationship with the leadership of the labor unions serving the industry.
- Support for the BGA Negotiating Committee and the BGA Industrial Relations Counsel for collective-bargaining activities.
- Workers’ Compensation program for its members.
- Industry educational and training programs.
- Research programs covering such issues as: industrial waste, production efficiency, materials handling systems, transportation, plant safety and employee benefit programs.
- Government and regulatory representation before the Vermont General Assembly, state agencies, and state, regional and local regulatory authorities.
- Management of an industrial waste-handling facility used to de-water industrial slurry for its eventual use as landfill cover and for general fill purposes.
- Development and administration of employee benefits covering workers in the granite industry.
- Statistical information pertaining to marketplace conditions.
- Promotion to monument retail dealers, cemeterians and funeral directors through the trade press and to the general public through the non-trade press and other media.

Support for our members at our own workshops.

Support for memorialists at state and regional conventions.

Support for the community — and a new generation of memorialists.
For more than a century, the member-firms of the Barre Granite Association have maintained a national reputation for producing beautiful cemetery monuments.

Today, many of these granite manufacturers are establishing reputations across the country for their quality non-monumental granite products, such as panels, tiles, furniture, steps and tabletops.

The ability of BGA members to respond to today's market demands by offering a complete line of quality granite products proves that Barre is indeed the “Granite Center of the World.”

Insist on quality granite products crafted by BGA member-firms.
A long tradition of quality workmanship underscores production operations at Adams Granite Company. Company President Kerry Zorzi is a third-generation owner and the manager of this BGA member-firm, which was founded in 1934 by his great-uncle, Adam Podskalny (whose monument is shown below).

Since its inception, Adams Granite Company has specialized in original designs and duplicate work, producing only the finest-quality memorials.

Respecting the value of high-quality stone and excellent workmanship, Adams Granite Company recently built a new 13,600-square foot manufacturing facility that was designed to modernize operations and allow for easier handling of granite during all phases of production.

This major investment in the future will assure Adams Granite Company's growing list of customers of receiving excellent deliveries normally attributed to large production facilities. But more important, while receiving this benefit, they will still receive the top-quality workmanship and personalized service they are used to and upon which Adam's reputation was built.
Founded in 1910, Anderson-Friberg Company is owned and managed equally by President Melvin Friberg, Vice President/Sales Peter Friberg and Treasurer/Administration Robert Pope.

This BGA member-firm manufacturers a complete line of quality monuments in Select Barre granite, Dominion Pink from Quebec, French Creek Black from Pennsylvania, Missouri Red, North American Pink from Ontario, Rib Mountain Red from Wisconsin, Impala Black from Africa, and Purple Majesty from India.

All manufacturing operations are performed at the Anderson-Friberg plant, which is recognized as one of the most advanced plants in the industry. Over the years, Anderson-Friberg has established a nationwide reputation for its reliability and high standards of excellence, with customer satisfaction guaranteed.

AFCO also owns and operates Associated Memorial Products, Inc., a service company to the industry specializing in sawing and polishing.

(Clockwise, from top left) Peter Friberg, Melvin Friberg, Richard Gale, Robert Pope, Scott Wright, David Reid.

Granai; Steeled
Barre Gray Granite
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.

This company prides itself on being a full-service house. This modern granite facility uses state-of-the-art computer-driven machinery to meet the needs of its customers on a timely basis.

Experienced drafting, sandblasting, sculpting, contour or diamond sawing, polishing and traditional stone cutting and efficient customer service provide this BGA member-firm with the ability to stay on top of today's market demands. From patented Unitary Slants to mausoleums, customers of Buttura & Sons know they can rely on "Better Built" to meet their needs.
Cetrangolo Finishing Works is a first-generation company, probably the largest first-generation manufacturing company in the granite industry.

Over the years, this BGA member-firm has grown as a specialized manufacturer, doing what they do well and efficiently for the benefit of their customers and themselves. Their commitment to the production of only the finest in granite monuments, along with their fast service, is well-known in the industry.

Cetrangolo Finishing Works has the experience, the ideas, the initiative and the conviction to put their dollars where their words are and make the necessary changes to produce better-quality monuments with better designs, with faster service, in a competitive manner.
Chioldi Granite Corporation is recognized as an outstanding specialist in the manufacture of unusual duplicate monuments and new designs. This BGA member-firm produces everything from single monuments to mausoleums and building stone and all other types and sizes of units.

Under the leadership of President Allan Mattson and Vice President/Plant Manager Kenneth Mattson, Chioldi Granite Corporation is looking to the future with an addition to the plant that increased shipping and storage space and made operations more efficient. The company also has added a small automatic slab polisher.

In 1986, sculptor, Philip Paini, carved what is now regarded as a landmark in Barre — the impressive statue of an Italian-American stonecutter. Paini and sculptor, John Hanna, execute all of the firm's sculpted and floral carving. Chioldi also offers excellent scene and portrait etchings by competent and imaginative in-house artists.

(Classic Celtic cross: Steeled Barre Gray granite)
Colombo Granite Company was created by Americo “Mac” Colombo in 1949. In 1972, Mac’s son, Bob, and daughter-in-law, Jackie, assumed company leadership upon Mac’s retirement.

Colombo Granite Company has fine-tuned its business with the installation of modern, automated machinery and equipment — such as its recently installed 11-6 diamond saw — and plant expansion to take care of their customers’ needs, including the installation of incoming and outgoing toll-free telephone lines and FAX facilities.

Delivery of only the finest-quality memorials and specialized sculptures on a timely basis is a key goal of this BGA member-firm. They handle a variety of colors of granite, and manufacture non-monumental granite products, including signs and counter tops.

(From left) Jackie and Bob Colombo

Colombo: Steeled Barre Gray granite
Established in 1989, Couture Granite Company, Inc., is one of the industry’s newer manufacturing plants. The BGA member-firm is owned and operated by Roger Couture and his son, Brian. Roger brings nearly 30 years experience in the granite industry to his business. He believes very much in superior quality and service — a trait that his son, Brian, is sure to carry on.

Over the past few years, Couture Granite Company has updated its machinery and equipment and now offers an expanded product line. Plans are always in the works for upgrades or renovations.

Quality granite products, personalized monuments, and a specialty of fine duplicate work, illustrate the firm’s fine workmanship. With competitive prices and superior quality of service, Couture Granite Company, Inc., always puts the customer first.
Established in 1929 by Clyde Davidson, this BGA member-firm came into new ownership in 1988 when Mike Bouchard purchased the company.

Providing its customers with trust and caring in the manufacture of beautiful granite monuments, C. R. Davidson Company is very proud of its work force and the values of honesty and pride that are transformed into the Select Barre or colored granites it cuts, polishes and engraves.

C. R. Davidson Company has built a solid reputation during its more than 60 years of business to develop quality as its personal signature. Attention is given to every detail in production methods to insure the production of only the highest-quality memorials including substantial duplicate work.

Garden of Honor: Steeled Barre Gray Granite
The company that is now Desilets Granite Company was established in Montpelier, Vt., in 1890. It has been operating as Desilets Granite Company since 1923. In 1946, this BGA member-firm was purchased by the Roselli family, who came to the area from Hillside, Ill. There, the Rosellis owned a retail shop and manufacturing plant where they personally sculptured all of their hand-carved monuments.

In 1952, the Rosellis purchased the plant adjacent to their Montpelier operation and connected the buildings. Since then, they have constantly made improvements. Through the years, the company has been a noted designer and manufacturer of fine cemetery memorials.

Desilets Granite Company has long been known for its carving and statuary, as well as monuments in Barre Gray and a variety of colored granites. Alfred Roselli is president/treasurer, Victor J. Roselli is vice president/manager, Sam Roselli is vice president/treasurer and Dan Roselli is vice president.

Bruzai: Polished and steeled Midnight Opal granite

Barre Life, Summer 1992
This BGA member-firm's name has two meanings: First, it symbolizes that its products are family memorials, and, second, it signifies the longtime family commitment to the operation of this 54-year-old firm. The management is under the guidance of Armand, Roger, Robert and Mary Ann Couture, who, collectively, have 122 years experience with Family Memorials.

Although Family Memorials does not rank among the largest in size it does equal the best in service, friendliness and quality of its memorial products.

For many years, monument dealers nationwide have sold markers, monuments and war memorials produced by Family Memorials with the assurance of getting full satisfaction.
S. L. Garand & Company, Inc.,
Montpelier, Vt., has been in the monument manufacturing business since 1914. The company was founded by Simeon L. Garand, grandfather of brothers and current third-generation operators, Richard Garand, president and treasurer; John Garand, vice president, secretary and sales manager; and Steve Garand, assistant treasurer. Richard’s son, Rick, is assistant sales manager.

During the 1980s the Garands completely renovated and outfitted their plant with modern fabricating equipment, remodeled their administrative office, and purchased and remodeled the granite plant next door.

This BGA member-firm has a history of innovative ideas. The Garand family has always operated their business with the upmost integrity, honesty, quality, fine workmanship and unbeatable service. The Garands are very optimistic about the future of the company and the granite industry.
Granite Importers, Inc., established in 1971, is one of the BGA’s most diversified firms, producing both monumental and non-monumental granite products in 34 different types of granite. In 1989, the firm manufactured the Civil Rights Monument, erected in Montgomery, Ala.

President, Jake Colgan, started the firm as an importer of foreign stock. Later, he redirected the firm’s mission to building work. Jake’s son, Bruce, is vice president. Jake’s wife, Sandy, is treasurer.

Expansion is ongoing at Granite Importers, Inc. The company is continuously installing new machinery and recently completed a 4,800-square foot addition to its plant.

Mary’s Kitchen: Sunset Beige granite counter top, back splash and island

(From left) Raymond Pouliot, Jan Westervelt, Sandy, Jake and Bruce Colgan
A diverse granite manufacturing company, this BGA member-firm produces a wide range of building granite and memorial products. Granite Industries of Vermont's current management is a partnership between Glenn Atherton and Jeff Martell, who together have 40 years of experience in the granite industry.

Granite Industries of Vermont is directed toward providing the monument retailer with a quality product, good service and competitive pricing. Key personnel in production and sales are highly experienced people who provide personalized customer service.

While Granite Industries of Vermont produces only the finest in granite memorialization products, this firm has also provided the granite for the AT&T building in New York City and fabricated the Vietnam Veterans Memorial in Washington, D.C.

(From left) Nancy St. John, Paul Bagallo, Tina LaPan, Glenn Atherton, Elizabeth “Betty” Bean, Jeff Martell, Nancy Foley, Marcel “Chuck” Gauthier and Forrest Rouelle

University of New Hampshire sign: Steeled Barre Gray granite with rock-pitched legs
<table>
<thead>
<tr>
<th>Year Established</th>
<th>Business Status</th>
<th>Materials Manufactured</th>
<th>Products Manufactured</th>
<th>Granite Manufactured</th>
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<td>1934</td>
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<td>Blocks, Slabs, Panels</td>
<td>Gray</td>
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<td>Greens</td>
<td>Forest Green</td>
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As Grearson & Lane Company nears its 100th anniversary it is maintaining its reputation as the industry leader in quality turned-granite memorials, featuring columns, vases and fountains.

John and Norman Grearson are the third pair of brothers to operate the company, which is a charter member of the Barre Granite Association.

Increased use of diamond technology has allowed Grearson & Lane to meet its customers’ needs when producing the finest traditional memorials and mausoleums.

Grearson & Lane Company has been involved in creating many civic and national monuments, including features at the Naval Academy and at West Point, Valley Forge National Park, as well as the 1964 New York World’s Fair and EXPO ’92 in Seville, Spain.

(From left) John and Norman Grearson

Twin Vases: Steeled Barre Gray granite
Houle-Giudici Granite Company, a BGA member-firm, is known for fine-quality memorials, both Jewish and Gentile.

Skilled craftsmen, modern machinery and good old-fashioned know-how are all combined, at the Barre facility, to produce memorials of distinction.

The marriage of two successful granite companies (Houle Brothers Granite and Giudici Brothers, Inc.) gives the present firm, Houle-Giudici Granite Company more than 150 years’ experience in the granite manufacturing industry.

The monument retailer looking for service, quality and reasonable prices will find Houle-Giudici Granite Company a fine company to do business with.

(From left) Gene and Roger Houle

Archambault/Zanleoni: Steeled Barre Gray Granite

Barre Life, Summer 1992
La Cross Memorials was founded in 1939 by Arthur LaCroix. With the able assistance of his three sons, Louis, Donald and Gabriel, the business prospered.

Today, Gabriel and his two sons, David and Gary, operate this BGA member-firm and have made a considerable investment in new milling and polishing equipment capable of producing monuments in many shapes and styles.

The installation of the new equipment and the computerization of office procedures have provided La Cross Memorials with faster service and top quality in memorial products manufactured from famous Barre Gray granite and several colored granites including blue-black, black, red, pink and mahogany.
This BGA member-firm provides full service in a dozen quality granite lines. Operating in a modern granite manufacturing plant with more than 50,000-square feet of production space, Lawson Granite Company, established in 1949, is a family-owned-and-operated business.

At Lawson Granite Company, emphasis is placed on improved manufacturing techniques with state-of-the-art computer-driven equipment, machinery and handling systems to assure strict quality control and efficient personalized customer service.

Lawson Granite Company, specialists in innovative monumental designs using sandblast, etching and hand-carved techniques, is the sole quarrier and manufacturer of Hardwick Blue Granite, an economical, fine-grained Vermont granite.
Maurice Memorials, Inc., was founded in 1946 by Raoul Maurice. Over the years, this BGA member-firm has steadily increased its customer base and widened its selling territory.

A few years ago, through telemarketing, the company established itself in the Midwest. Telemarketing also allows for quicker turnaround on products and is a direct link for customers.

Maurice Memorials, Inc., a forerunner in the computerized drafting of memorial designs, has installed a new drafting system with a library of more than 1,000 computerized designs and a new stencil-cutting machine, which has increased production in its sandblast department. The automated design capabilities offer customers a greater selection of designs and faster delivery on full sizes.

Maurice Memorials, Inc., carries a wide range of granite colors, from Barre Gray to Jet black.

(From left) Raymond LaCroix (retired), Real and Leo Maurice

Stauffer: Polished Dark Barre Gray granite with dusted cutout
Founded in 1925 by the late Steve Mureta, this BGA member-firm is now owned and operated by Joseph Mureta, his sons Dan and Doug and his daughters, Lynda and Michelle.

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

Montpelier Granite Works, constantly looking to the future, focuses on improved plant operations and personalized customer service to stay competitive in today’s market.
This BGA member-firm, established in 1895, is a full-service fabrication facility for custom granite memorials and general stone work. Since 1896, North Barre Granite Company has specialized in elaborate, elegant and sophisticated forms encompassing art and memorialization while paying special attention to detail and quality.

Charles Chatot and Judee Chatot-Travis, current owners, are the Chatot family's fourth generation to involve themselves in the stone industry. The capabilities of North Barre Granite Company range from intricate carving and sculpture to duplication of timeless designs for monuments of all sizes, including Christian, Jewish and cremation memorialization.

North Barre Granite Company has constantly modernized its production techniques including the installation of computers for office and plant operations and memorial design, drafting and stencil cutting.

Bottiggi: All-steeled Barre Gray granite
A prestigious company known throughout the nation for its beautiful cemetery memorials and mausoleums, this BGA member-firm, purchased by the Mugford family in 1986, takes great pride in producing a superior piece of memorial art with even the most complicated memorial design.

“Eternal Tribute Memorials” is the trade name associated with Peerless Granite Company and given to their fine sculpture, sandblast and finished work. Peerless Granite Company has a fine reputation for its beautiful monuments of all sizes and shapes, from customized mausoleums to duplicate flat markers.

Bret Mugford, plant manager, oversees modern manufacturing methods to expedite the production process. His brother, Brice, provides personalized customer service and sales and marketing techniques.
Pepin Granite Company, a BGA member-firm, was founded in 1954 by Cyrias Pepin. In 1962, Cyrias’ son, Raymond, bought the company from his father. And for most of its first three decades, Pepin Granite Company specialized in slant markers — and manufactured them in huge quantities.

When Raymond’s son, Scott, joined the company in 1981, Pepin Granite Company began widening its product line to include large monuments and markers in Barre Gray and a wide variety of colors. “From a grass marker to a mausoleum, we can do it,” says Raymond.

Steady growth has been the blueprint for success at Pepin Granite Company.
This BGA member-firm was established in 1946 by Lucien Rivard with an initial investment of $14 for a banker (workbench) on which to cut stone.

From the humble beginning of producing piecework in a rented space, Rivard Granite Company, now guided by Lucien's sons, Robert and Roger, has grown to employ modern automated saws and polishers and specializes in service and quality workmanship. They are well-known for their attention to detail in the production of beautiful granite monuments.

One of the smaller BGA member-firms, the Rivard Granite Company lives up to the BGA slogan "a good company to do business with" by fostering close links with customers through personal attention to their needs.

(From left) Robert and Roger Rivard

McCollum: Rock-pitched Barre Gray granite with steeled panel

Barre Life, Summer 1992
Since 1964, Riverton Memorial, Inc., has been manufacturing memorials in a variety of granites — from slants and heart-shaped markers to fine duplicate and shell-rock monuments.

Founded by Ernest Lavigne, Sr., the company is now managed by Ernie Lavigne, Jr., president, who is ably assisted by eight other Lavigne family members.

This BGA member-firm recently added a 16,000-square foot plant in Riverton, Vt., to allow for production diversification.
Rock of Ages Corporation and its affiliate, Rock of Ages Canada, Ltd., are considered by many to be the leading granite memorial quarriers and manufacturers in North America. This BGA member-firm, owned by the Swenson Granite Company, Inc. of Concord, N.H., has always been known for its world-class range of premium quality granite products of all types. If it is made of granite, Rock of Ages can make it.

The Rock of Ages Authorized Dealer network includes many of the leading memorialists in the United States and Canada. Rock of Ages has pioneered a number of industry “firsts” over the years to strengthen its dealer organization, including Rock of Ages Security Plan, Retail Sales Training Program, and 1990 Summit Conference. In 1991, Rock of Ages held its first North American Dealer Conference, which further strengthened the feelings of loyalty and family among the participating memorialists.

The company remains justly famous for its unsurpassed quality and selection of designs — from the smallest markers to the largest monuments and mausoleums. Quite simply, Rock of Ages is “the most widely known name in the field of granite memorialization.”
Rouleau Granite Company

started as a saw plant operated by Rudolphe Rouleau in 1947. Ten years later, under the direction of Rudolphe's son, Lucien, the company began producing finished monuments, hand sculpture and pre-assembled mausoleums from Barre Gray granite.

In 1982, **Rouleau Granite Company**

began manufacturing monuments in many different colored granites and began to produce precision granite surface plates, which are used in the machine tool industry. This BGA member-firm also manufactures a wide range of non-monumental granite products.

**Rouleau's** latest endeavor, "Metro-Bronze," a bronze and aluminum foundry, produces plaques used in the monument industry as well as commemorative sand castings designed for a variety of architectural and industrial uses.
The Member-Firms of the Barre Granite Association cordially invite your firm to:

The Road to 2000: Decisions for the 21st Century

August 1-3, 1992, Barre, Vermont, The Granite Center of the World

COME SEE AND HEAR

- Edward Laux, president of Woodlawn Cemetery in the Bronx, NY, past president of the Cremation Association of North America, and president-elect of the American Cemetery Association, presents a workshop on cremation memorialization, an important issue facing memorialists today.
  
  **Sunday, August 2**
  8 a.m. - 9:30 a.m.
  10 a.m. - 11:30 a.m.

- George Karnedy, vice president sales & marketing at BGA member-firm Rock of Ages Corporation, will show you how a successful public relations campaign can help direct the public to your business.
  
  **Sunday, August 2**
  8 a.m. - 9:30 a.m.
  10 a.m. - 11:30 a.m.

- John and Bill Faehnle and Lynne Kuhns, of Maumee Valley Memorials, Waterville, Ohio, present their three-hour presentation "The Sale," a unique theater-in-the-round class that incorporates all aspects of monument sales and marketing.
  
  **Monday, August 3**
  9 a.m. - 12 p.m.

Your Firm Could Win

One of the several monuments, granite products and certificates to be drawn during one of the largest monument displays ever held — featuring exquisite Barre craftsmanship.

REGISTRATION

Registration is only $200 per person and includes:

- 3 Workshops
- 3 Receptions
- 3 Lunches
- Barbecue
- Huge Monument Display (more than 100 monuments and granite products)
- Cemetery/Quarry/Plant Tours

For Registration and Lodging Information:

Call 802-476-4131 or

FAX 802-476-4765 Today!
The greatest opportunity for the healthy survival of any cemetery will be in its land reserves: the more the better. Most cemeteries, as we know them now, will be traditionally active for a long time — much longer than most of us realize or have tried to project into the future. I used to think that planning 100 years ahead was somewhat ridiculous, but I don’t feel the need to look backward in experience to determine what the future should be.

Increasing the interment capacity of a property is not the entire solution. The element of quality is also necessary in order to yield the volume of income necessary to boost the permanent-care fund. One “futurologist” currently sought after by Blue Chip corporations says that quality, value and service are the keys to future income — not necessarily quantity. Judith Langer of Langer Associates says that Americans are going to look for “visible virtues” in the days ahead and that businesses will do what is good for the environment and the landscape. I have no problem with that. We know in our own pursuits that the more appealing and attractive the cemetery becomes, the more willing the public is to accept and financially support those qualities. If anything, a cemetery that is “running on fumes” should upgrade its style of development instead of concentrating just on maximum yield. When the maximum yield plan also burns out — and

Once the finiteness of a property is realized, the next logical concern for the future is just how to conserve the land and to re-define its value and use. The conclusion to this thought process is that it’s purely a matter of economics — now and in the future — especially if an acceptable level of service and maintenance is desired for all time. The only guarantee that this can happen is to acquire enough capital reserves through past, current, and future sales and services, and by the build-up of an adequate permanent-care trust. The alternative, of course, is to ignore all planning for the future and to ultimately become a derelict community eyesore and burden. We can see this latter result now in small pioneer or church cemeteries that have been abandoned in the path of social changes, to lay idle in a jungle of weeds and trees. Their only redeeming value today is that they are still green spaces and are likely to remain that way for all time — perhaps and eyesore forever.
it will — we have to consider what is left. Is it beautiful? Did it yield sufficient income to support the future care? Will people retain their loyalty and want to return to its environment? A cemetery that is balanced in yield, financial reserves and beauty will perpetuate itself and somewhere within its boundaries there will always be some extra space of one kind or another to be recovered for interment use. Perhaps the worst thing that can happen to a cemetery that is nearing the end of its longevity is to have the public sense there is nothing worthwhile left for them to buy or consider within its boundaries. And that does happen, sometimes aggravated by competing cemeteries or by funeral directors.

Another futurologist or “trend spotter” of the Yankelovich Monitor Group says that consumers now “want to deal with life as it is” in the 90s and beyond. Susan Hayward says that people will be looking for a more balance approach to life, comparing security and stability with personal fulfillment, a backlash against the 70s and 80s. It will be period of new realism. I see this already in cemeteries, particularly on weekends, with people spending more time enjoying a comfortable and pleasantly peaceful time in a receptive cemetery environment. This is happening on just ordinary weekends, not special holiday weekends, and I think it’s significant that people are searching for stability — off the highways.

Brain Reserve, Inc., which serves several large corporations in predicting future trends, says that people will be living more authentic lives in the future and that people are tired of glitz, hype and materialism. They say that people have lost some confidence in their past goals and are looking for products that are durable, consistent and sold for a fair price. People will be looking for the real benefits of a product, “visible virtues” as Judith Langer puts it. What better time to offer the public a high-class piece of real estate with a onetime price and permanent maintenance? I sometimes wonder how often people take time to applaud the “visible virtues” to be found in an attractive cemetery, especially the environment value that will be perpetuated forever through that onetime purchase. But I know that at least subconsciously those values are their preference because they do buy the quality landscape.

I see no reason for cemeteries to be apprehensive for the future unless their land resources are substantially consumed. And even in that circumstance there is some recourse in the recovery of previously marginal land. This is the point where innovation really begins to function and it’s where the stability of tradition with all of its slowness, gives the runout cemetery time to search for new resources.

(Donald G. Ward is the president of Grever & Ward, Inc., Orchard Park, NY. Grever & Ward is a nationally recognized cemetery landscape architectural firm.)
## Promotional Items
### From The Barre Granite Association

### Brochures

<table>
<thead>
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<th>Brochures</th>
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<th>Price*</th>
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<td>&quot;Remembered For All Time&quot;</td>
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<td>(Protestant Designs and Symbolism)</td>
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<td>&quot;How to Choose Symbols for</td>
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<td>Your Family Memorial&quot;</td>
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<td>or pre-need monument)</td>
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<td>&quot;The Story of Granite&quot;</td>
<td>x $</td>
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<td>&quot;May We Do You the Favor of a</td>
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<td>&quot;Suggested Cemetery Rules</td>
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<td>and Regulations&quot;</td>
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<td>(cemetery operation guidelines)</td>
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*Non-imprinted brochures: 25 cents each (23 cents each for orders of 500 or more of the same brochure)*

*Imprinted brochures: 35 cents each. (30 cents each for orders of 500 or more of the same brochure) Up to four lines may be imprinted. A minimum of 100 of each imprinted brochure must be ordered. Print or type, on the lines below, the material to be imprinted.

**Name**

**Address**

**City** ____________________________ **State** ____________ **Zip**

**Telephone**

### Videotapes

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<td>&quot;Artistry in Granite&quot;</td>
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<td>monuments)</td>
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<td>&quot;Quarrying and Manufacturing&quot;</td>
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<td>(the making of Barre monuments)</td>
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<td>&quot;The Story of the Barre Granite Industry&quot;</td>
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<tr>
<td>(the fascinating history of the Granite Center of the World)</td>
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<td>&quot;The Stone Whistle&quot;</td>
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<td>(tour and explanation of the Barre granitic industry, with John Forsythe)</td>
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### Barre Life Back Issues

Complete your collection by checking boxes. Our supply of some issues is limited. You might want to call ahead.

- Spring 1992
- Winter 1992
- Fall 1991
- Summer 1991
- Spring 1991
- Winter 1991
- Fall 1990
- Summer 1990
- Spring 1990
- Winter 1990
- Fall 1989
- Summer 1989
- Fall 1989
- Summer 1988

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<td>x $2.00</td>
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### Barre Guild Logo Decals

Let your customers know that you carry Barre Guild Monuments with these durable blue-and-white vinyl decals:

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<tr>
<th>Brochures</th>
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<td>3½&quot; Window Size (pair)</td>
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<td>12&quot; Truck Door Size (pair)</td>
<td>x $6.00</td>
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### Barre Guild Business Improvement Kit!


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<tr>
<td></td>
<td>x $5.00</td>
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### Granite Base Pen Sets

These elegant units feature a black Schaeffer pen in a chrome holder mounted on a base of world-famous Barre Gray granite.

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<th>Quantity</th>
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<tr>
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### Shipping Fees for All Items

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<td>$501 or more</td>
<td>add $10 shipping fee</td>
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### To Order:

Check items, and enclose your check or money order for the amount due (sorry, no credit cards) and send to:

**The Barre Granite Association**

P.O. Box 481
Barre, VT 05641

**Your shipping address:**

**Name**

**UPS Shipping Address**

**City**

**Total Enclosed (including shipping fees): $**

---

36

Barre Life, Summer 1992
# Associate Members
## Of The Barre Granite Association

### Banking
- **Granite Savings Bank & Trust Co.**
  - Box 483, Barre, VT 05641
  - (802) 479-3313
- **Vermont National Bank**
  - Box 399, Montpelier, VT 05601
  - (802) 223-6311

### Construction
- **Summit Construction Co.**
  - Box 1437, Montpelier, VT 05602
  - (802) 223-6764

### Drafting/Designing
- **Charles Dindo, Dindo Drafting**
  - 167 Boynton Street, Barre, VT 05641
  - (802) 479-1410
- **Memorial Art Systems**
  - 3 Highland Ave., Barre, VT 05641
  - (802) 476-3892

### Insurance
- **Berg, Carnolli & Kent, Inc.**
  - Box 628, Barre, VT 05641
  - (802) 479-1046
- **Pomerleau Agency, Inc.**
  - Box 6, Burlington, VT 05402
  - (802) 863-2841

### Polishing
- **M & W Polishing Co.**
  - Box 521, Barre, VT 05641
  - (802) 476-8340

### Printing
- **Imperial Company**
  - 11 Commerce Ave., West Lebanon, NH 03784
  - (603) 298-5057

### Reclamation
- **Fulton & Company, Inc.**
  - Box 141, Westover, VT 05787
  - (802) 479-3339

### Restaurants
- **Hilltop Restaurant**
  - Box 694, Quarry Hill Road, Barre, VT 05641
  - (802) 479-2129

### Sandblasting
- **Capital Custom Sandblast**
  - RD#1, Box 140, East Montpelier, VT 05651
  - (802) 223-3044
- **Culture Craft Sandblast Co.**
  - Box 645, Barre, VT 05641
  - (802) 476-7351
- **Guy's Custom Sandblast**
  - 23 Jacques St., Barre, VT 05641
  - (802) 479-0801
- **Memorial Sandblast Co.**
  - Box 582, Barre, VT 05641
  - (802) 476-7086
- **Saporiti Sandblast Co.**
  - Box 187, East Barre, VT 05649
  - (802) 476-4063
- **Tosi Custom Sandblast**
  - MR #1, Barre, VT 05641
  - (802) 476-3851

### Sawing/Polishing
- **Associated Memorial Products, Inc.**
  - Box 291, Barre, VT 05641
  - (802) 476-3411
- **Consolidated Memorials, Inc.**
  - Box 394, Barre, VT 05641
  - (802) 476-7542
- **Hillside Saw Plant, Inc.**
  - Box 134, Barre, VT 05641
  - (802) 479-2508

### Sculpting
- **A. Fantoni Sculpture Studio**
  - Box 160, South Barre, VT 05670
  - (802) 476-3116
- **Frank Gaylord, F.C. Gaylord Sculpture Studios**
  - Box 464, Barre, VT 05641
  - (802) 476-6711
- **Stanislaw Lutoslanski Sculpture Studio**
  - Box 265, East Barre, VT 05649
  - (802) 479-2531

### Suppliers
- **Budiam America Diamond Tools, Inc.**
  - Box 661, Barre, VT 05641
  - (802) 476-3122
- **Burke Lumber Company**
  - P.O. Box 210
  - West Burke, VT 05871
  - (802) 467-3609
- **Dessureau Machines, Inc.**
  - Box 402, Barre, VT 05641
  - (802) 476-7041
- **Dixie Diamond Mfg., Inc.**
  - 2467 Mt. Industrial Blvd., Tucker, GA 30085
  - (404) 493-1555
- **Ducharme's Machine Shop**
  - McLeod Road, Granvilleville, VT 05654
  - (802) 476-6575
- **Gran-Quartz Trading, Inc.**
  - Box 731, Barre, VT 05641
  - (802) 476-7935
- **Miles Supply Co., Inc.**
  - Box 237, Barre, VT 05641
  - (802) 476-3963
- **N-E-D Corporation**
  - Box 711, Barre, VT 05641
  - (802) 476-6520
- **Trow & Holden Co., Inc.**
  - Box 475, Barre, VT 05641
  - (802) 476-7221

### Travel
- **Horizon Travel, Inc.**
  - Box 909, Barre, VT 05641
  - (802) 479-3238

### Trucking
- **Anderson Trucking Service**
  - Box 960, Barre, VT 05641
  - (802) 476-4283
- **A. Believenance & Sons, Inc.**
  - Box 398, Barre, VT 05641
  - (802) 479-9311
- **T. Rossi Trucking Co., Inc.**
  - Box 332, Barre, VT 05641
  - (802) 476-7341
- **Trio Motor Transfer, Inc.**
  - Box 602, Barre, VT 05641
  - (802) 479-1824

### Utilities
- **Green Mountain Power Corp.**
  - Box 850, S. Burlington, VT 05402
  - (802) 864-5731
Voting Members
Of The Barre Granite Association

Adams Granite Co.
P.O. Box 126
Barre, VT 05641
Kerry Zorzi
802-542-1070
FAX: 802-476-3027

Chioldi Granite Corp.
P.O. Box 294
Barre, VT 05641
Allan Mattson
802-455-3230
FAX: 802-476-3661

Desilets Granite Co.
221 Barre St.
Montpelier, VT 05602
Victor Roselli
802-225-2111
FAX: 802-225-0720

Granite Industries of Vermont
P.O. Box 537
Barre, VT 05641
Jeff Manell
802-451-3236/FAX: 802-476-3027

Lawson Granite Co.
P.O. Box 377
Barre, VT 05641
Albert Ghnerardi, Jr.
802-451-5174
FAX: 802-479-1700

Peerless Granite Co.
P.O. Box 313
Barre, VT 05641
Bret Mugford
802-476-3061
FAX: 802-476-3014

Rock of Ages Corp.
P.O. Box 482
Barre, VT 05641
Kurt Swenson
802-476-5115
FAX: 802-476-3110

Anderson-Friberg Co.
P.O. Box 626
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Peter Friberg
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Barré Granite Association
51 Church Street
Box 481
Barre, Vermont 05641
802-476-4131

ADDRESS CORRECTION REQUESTED

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P.O. Box 606
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Brent Buttura
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FAX: 802-476-6994

Colombo Granite Co.
155 Boynton St.
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Family Memorials, Inc.
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Robert Couture
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Grearson & Lane Co.
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