



BARRE

LIFE

Spring 1987

*published by the Barre Granite
Association, Barre, Vermont*



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Friendships

by Norman James
Executive Vice President

Friendships have no special season. Friendships are year 'round. Often times, friendships are forever. We can be very grateful for friendships. We can also be thankful for the opportunities to visit our friends, where ever they may be and under whatever circumstances may prevail.

88—The Burlington (Vt.) Free Press, Monday, January 19, 1987 ***



Free Press Photo by BOB SWANSON

Daily Visit

Don Braley of Fletcher walks through St. Anne's cemetery in Milton to visit to the grave of a "close, close friend." Braley says he has missed only three days in the last two years.

For instance, consider this photograph that appeared in a newspaper recently. Undoubtedly, this photograph will provoke different thoughts for different people.

But, I believe the bottom line is this: Without upright monumentation, this visit at this time of the year could never happen. Where would you find a friend's grave in an all-flat marker cemetery under a blanket of snow? Perhaps where the plastic flower vase shows — but surely not because your friend's monument shows you the way.

Upright monuments, in any season of the year, are the physical, tangible proof that someone lived. Upright monuments are put in place by people who want to be remembered because they lived, or by people who want to remember someone who lived.

Upright monuments mark grave spaces in all seasons of the year.

Friendship . . . a special kind of love for all seasons of the year. Do something about it.

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ABOUT OUR COVER

Spring....a rebirth of nature, when lilac blossoms, beautiful flowers and American flags dot the landscape at Hope Cemetery in time for Memorial Day.

BGA SALES SEMINAR '87



Plans have been just about finalized for the Barre Granite Association Sales Seminar '87. This year's event will be held from Sunday, August 16 through Thursday, August 20, 1987. Norman James Executive Vice President of the BGA, said last year's seminar was so popular that nearly 100 people had to be turned away. "Unfortunately, for a variety of reasons, we can only accommodate 100 people at the seminar. So, to be fair, we have to limit participation to two people per retail firm. And, people who have not attended an earlier seminar will be given priority," he said. This year's seminar will cover: Sales at Your Place of Business, Sales in the Customer's Home, Pre-Need Sales, and Grief Therapy. The BGA Sales Seminar '87 will also feature an Overview of the Death Care industry. One of the featured highlights of the BGA Sales Seminar '87 is the planned display of new monuments manufactured by the member-firms of the Barre Granite Association. Attendees will be treated to a tour of the world-famous Barre granite quarries and the BGA is also planning to hold classes in beautiful Hope Cemetery (weather

THE GRANITE BUSINESS



permitting). Wednesday, August 19 will be Barre Day, when memorialists will have an opportunity to visit with their favorite BGA member and view their manufacturing process.

The BGA Sales Seminar '87 package includes:

- five nights lodging
- four breakfasts
- four lunches
- a reception and dinner
- a social bar-b-que
- transportation for quarry tours
- transportation for Hope Cemetery tour
- all class room instruction

The price is \$495 per person single occupancy and \$325 per person double occupancy for two persons from the same firm sharing the same room. Anyone who is interested in attending the BGA Sales Seminar '87 should return the registration form as soon as possible.

Remember, last year's seminar was booked by May 1.

THE MEMORIALIST
CONTINUES

BGA SALES SEMINAR '87 AUGUST 16-20, 1987



REGISTRATION

Please return this registration form with your check or money order made out to:
Barre Granite Association
51 Church St., P.O. Box 481
Barre, Vermont 05641

(Please type or print clearly—maximum two (2) people per firm)

Registrant's Name: _____

Registrant's Name: _____

Company Name: _____

Address: _____

State & Zip: _____

How long have you been in the monument business? _____ yrs.

How long has your firm been established? _____ yrs.

Which BGA member(s) do you do business with?

Accommodations: (please mark)

_____ \$495 per person single occupancy

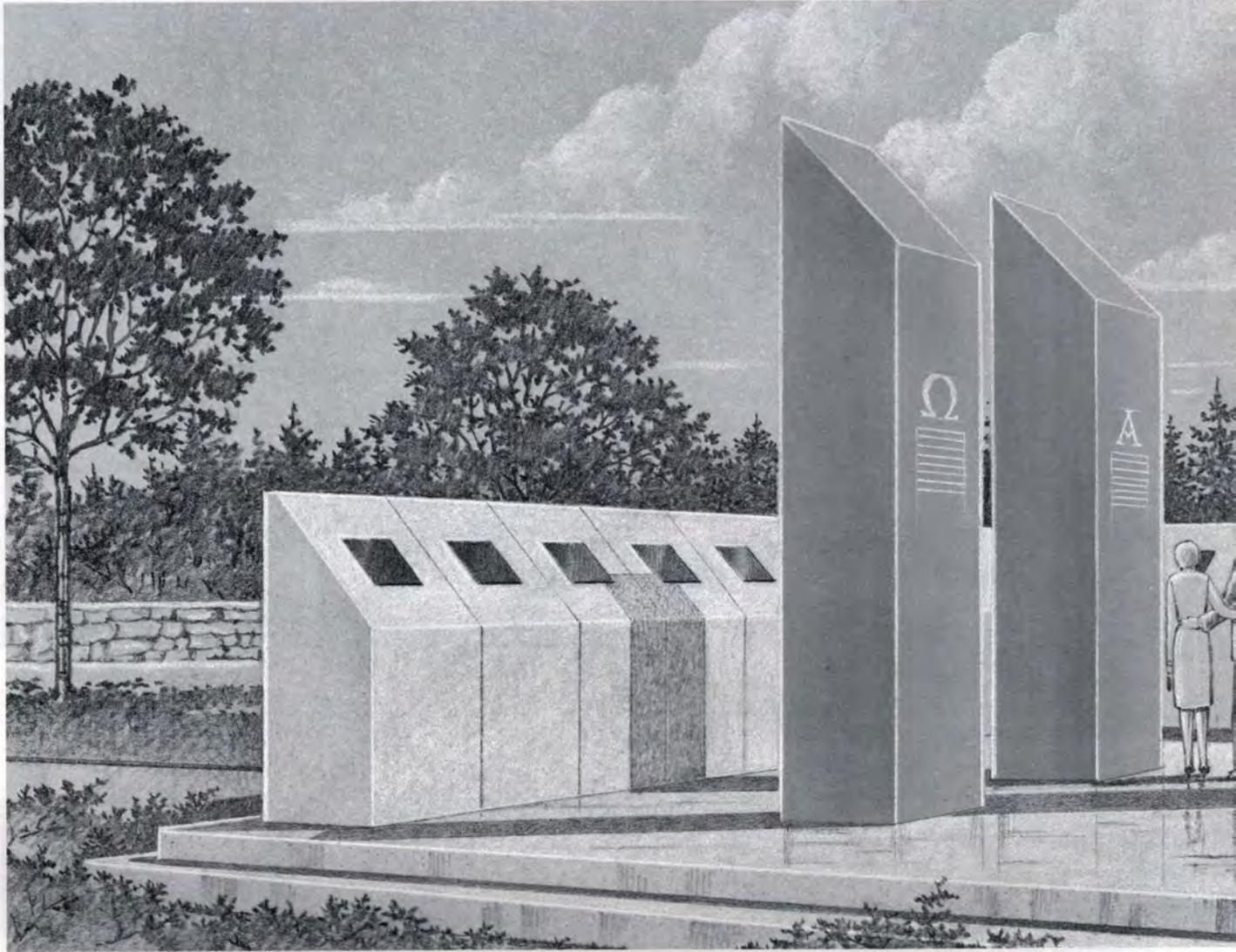
_____ \$325 per person double occupancy (for two persons from the same firm sharing the same room)

(We will confirm your registration by return mail)

This registration form should be returned to the Barre Granite Association by July 16, 1987. Remember, we have space for only 100 people so reply promptly. Cancellations by August 1 are refundable.

(A BGA SERVICE FOR MONUMENT RETAIL DEALERS)

Barre and Elberton Granite Associations Centennial Monument for A



A centennial "time-capsule" monument built of granite contributed by the Barre and Elberton Granite Associations will commemorate the 100th anniversary of the American Cemetery Association. Scheduled for dedication during the ACA's 1987 convention in Cincinnati, Ohio, the Max Cannon-designed monument will be located on the grounds of Spring Grove Cemetery in that city where ACA was founded in 1887.

In an unprecedented cooperative effort, the Boards of Trustees of the two granite associations jointly agreed to provide the three large granite pylons and the sixteen large pieces of a memorial wall on two sides of the unique monument design. Two of the pylons will each be two-feet, six-inches square, and 12 feet tall; and the other pylon will

be three-feet, six-inches square, and 15 feet tall. Each of the sixteen pieces for the walls will be two-feet, six-inches square, and six feet tall. All of the granite pylons and pieces will have slanting top surfaces, and the angular design of the memorial wall will provide surface area for the placement of plaques on which historical information will be recorded. Ample space for the concealment of materials placed in "time capsules" will be provided beneath the floor of the monument.

The architect-designer for the monument was Max Cannon, president of the Client Operation's Division of Stewart Enterprises, Inc., in New Orleans, Louisiana. Based on the ACA's Board of Directors' idea of a centennial time-capsule monument, Mr. Cannon created a design that would

ns Making Significant Contribution to erican Cemetery Association



not only encourage involvement, but would also be timeless in concept. Symbolic inscriptions, the ACA logo, and a summation of ACA history will be included in the sandblasted surfaces of the pylons.

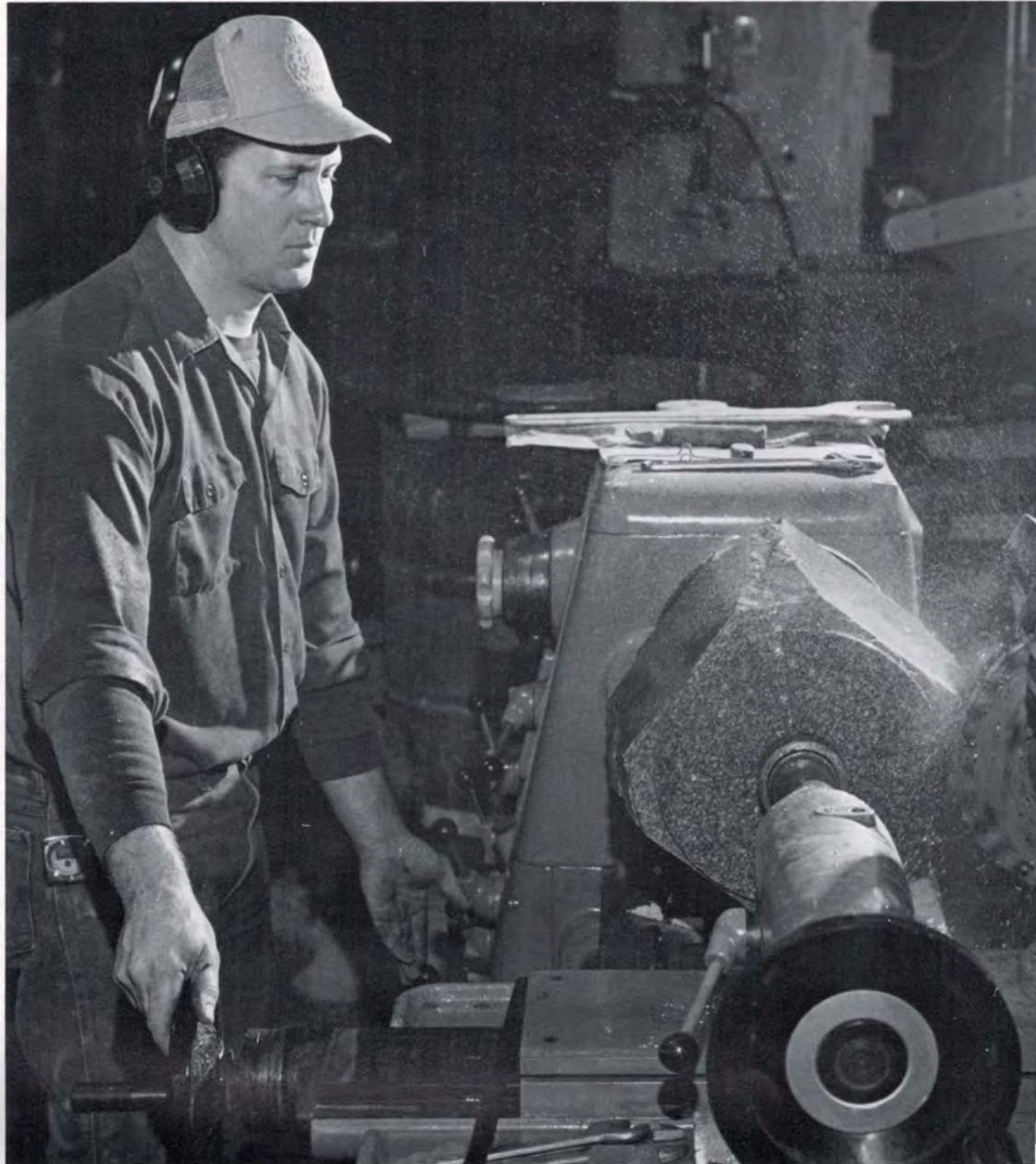
The basis for the significant contributions by the two granite associations developed during discussions of the centennial monument at the 1986 ACA convention in Las Vegas. E.G.A. Executive Vice President Bill Kelly and B.G.A. Executive Vice President Norman James agreed that making the huge granite pieces available as donations from their respective Associations would be an excellent way for the two major granite producing areas of the United States to demonstrate their appreciation for the work of the American Cemetery

Association and its members. It was determined that furnishing the sixteen pieces for the side wall and furnishing the three pylons should represent approximate equal investments. The executives agreed to see if B.G.A. would be responsible for obtaining and finishing the three large pylons and if E.G.A. would be responsible for obtaining and finishing the sixteen large pieces for the walls.

The Boards of the two associations readily accepted the unique proposal; and ACA was advised that the sizable contributions of the finished granite components would be forthcoming. Subsequently, E.G.A. solicited bids for the sixteen pieces (total of 625 cubic feet of granite weighing some 110,000 lbs.), and a contract was awarded to E.G.A. member-firm Republic Granite Company, Inc. for the fabrication of the all-steeled pieces to be made of "Blue Dawn Gray Granite" quarried by Elberton Granite Industries, Inc. B.G.A. entered into an arrangement with its member-firm, Rock of Ages Corporation, to quarry and fabricate the three huge pylons from "Sealmark Blue Gray Granite" with an all-polished finish (total of 296 cubic feet of granite weighing some 53,525 lbs.).

ACA officials in charge of the project, along with Architect Cannon, expressed appreciation to the Barre and Elberton Associations for agreeing to provide such a substantial portion of the overall cost of the centennial monument. "The generosity of your members and their overwhelming display of cooperation with the American Cemetery Association will long be remembered," Centennial Committee Chairman Hugh Keatley commented.

Occupying more than 700 acres of land, Spring Grove Cemetery, where the centennial monument will be erected during 1987, is the second largest cemetery in the United States. It is anticipated that the monument will actually be installed during the Summer with the official dedication ceremonies taking place in conjunction with ACA's convention in Cincinnati in November, 1987.



Armand Maurice, foreman at Thurber Granite Company, turns out another piece of circular work on a lathe recently acquired by the company.

Thurber Granite Company:

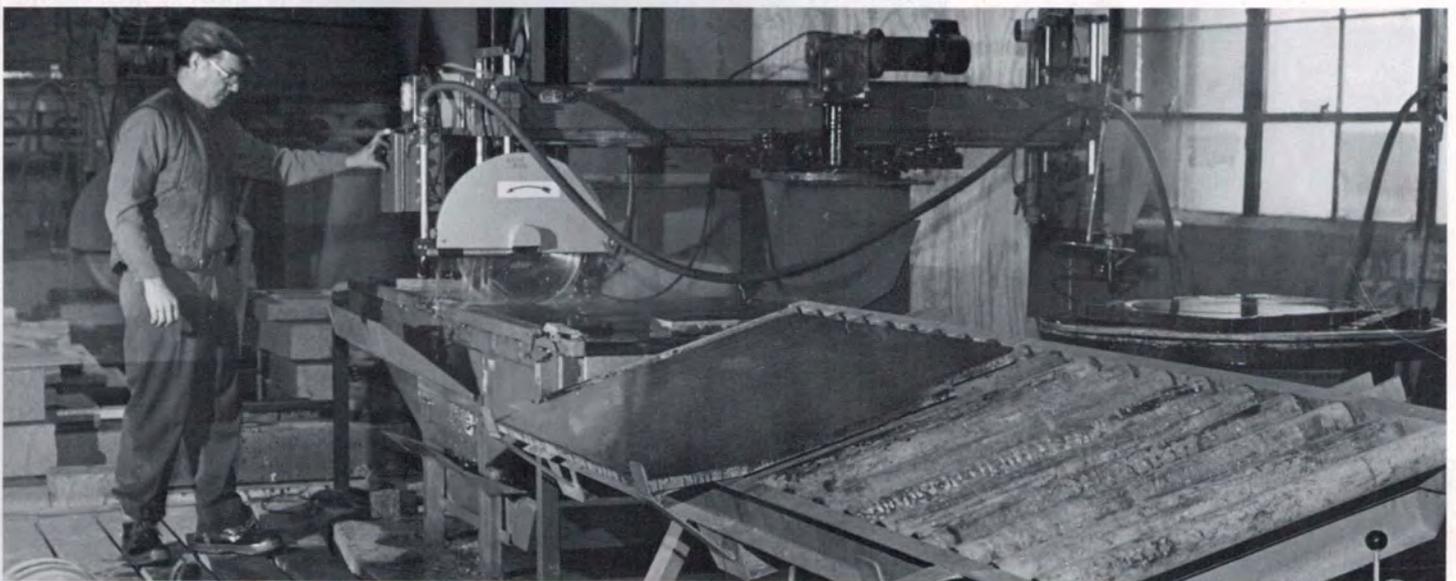
SUCCESS THROUGH DIVERSIFICATION AND NEW PRODUCT IDEAS

The Thurber Granite Company is reflective of a growing trend among granite manufacturers who are diversifying and continually searching out new product ideas.

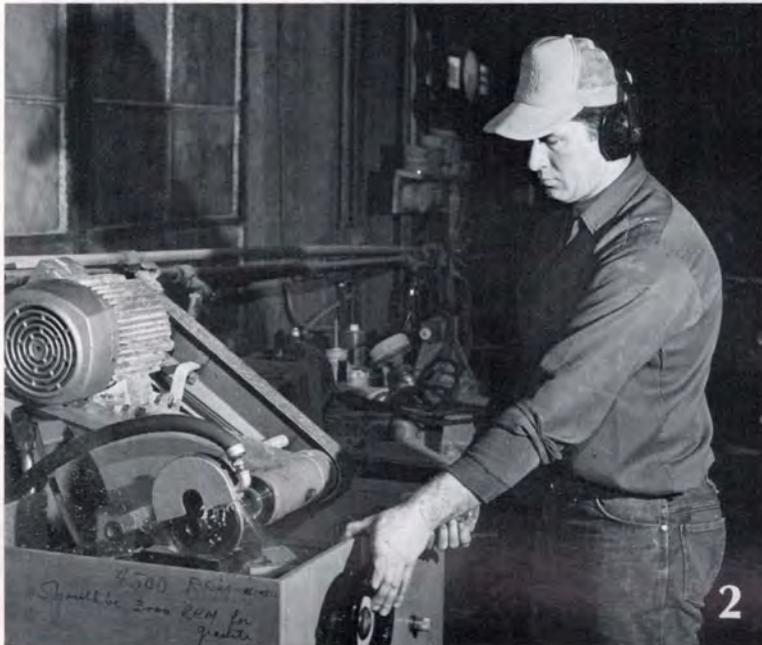
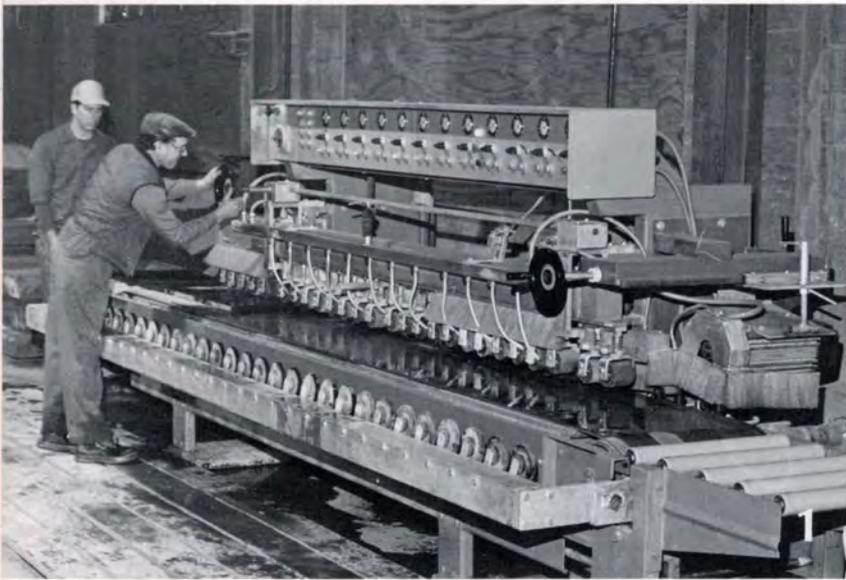
Paul Savard, President of Thurber Granite Company has recently concentrated efforts on obtaining, and even inventing new machinery that will help expand the products line. The BGA-member firm has developed to the point where it can produce everything from granite curbing and building tiles to kitchen counter-tops and bud vases.



Paul Savard operates a new boring machine used to cut out sink holes, pen and pencil sets, bud vases and urns.



Paul Savard checks the angle of a new cutoff saw that is used to put angles and corner cuts on granite counter tops, coffee tables, and special interior building jobs.



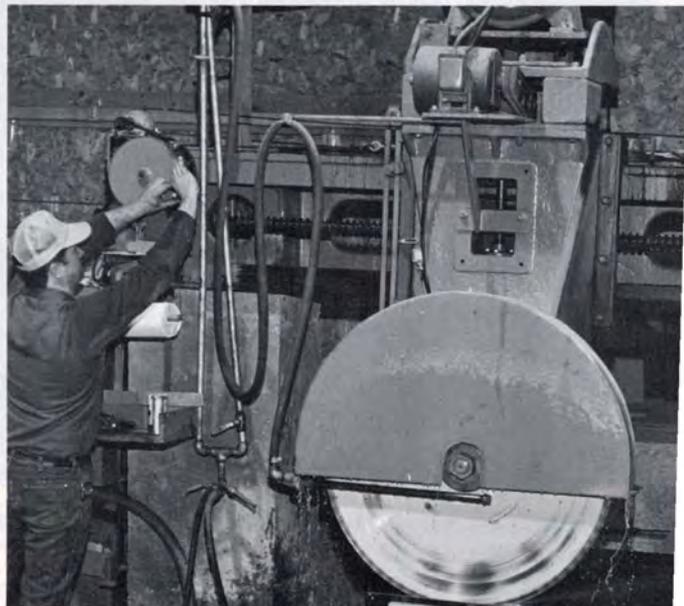
1. A new polisher is part of the addition at Thurber. This machine is designed to polish square edges such as granite steps and coffee tables.

2. The sole purpose of this machine is to cut out round holes in the manufacture of ash trays, a growing part of the diversification program.

3. Paul Savard makes sure a new saw designed to cut round tables is functioning properly. Savard developed the saw himself. It has the capability of cutting tables from 12-inches to five feet in diameter.

4. Huguette Savard operates the retail and wholesale shop at Thurber Granite. Here she poses with a variety of products available from the company. Huguette says the coffee tables and sink tops have been particular favorites of consumers.

5. Granite curbing is another integral part of the operation. This cutoff saw has a 40" blade to speed up the production of curbing. Armand Maurice, foreman at Thurber, is shown calibrating the saw.



GRANITE MONUMENT INDUSTRY EXPERIENCING PROFOUND CHANGES

Kurt Swenson, President of Rock of Ages Corporation, in Barre, told memorialists at the annual Tri-State convention in Cherry Hill, New Jersey, in January, that the granite memorialization industry "is in the midst of profound and fundamental changes," and unless the changes are addressed, "the future of upright granite memorialization is in serious question."

Swenson said cemeteries learned 60 years ago that sales of memorials, whether granite or bronze, can provide added income. That was when Matthews Bronze decided to sell their bronze memorials directly to cemeteries because monument retailers exhibited disinterest in the bronze product. Those direct sales were the beginning of a trend "toward sales of memorials by cemeteries which today is the most serious market factor faced by retail monument dealers."

And, Swenson said the consolidation in the for-profit cemetery and funeral director business is growing stronger each day. He cited Service Corporation International, a publicly held company that owns more than 80 cemeteries and 320 funeral homes plus the National Cremation Association, one of the largest cremation organizations in the United States.

Swenson said their method of operation is extremely simple, straightforward and effective. They use an aggressive sales force to sell pre-need lots, vaults, funeral services and monuments. And all of these



Kurt Swenson spoke before a very attentive audience at the Tri-State meeting.

"The granite supplier and the retail monument dealer must address the fundamental change in the marketing and distribution of both upright and flat granite memorials. The retail monument dealer must work directly with the cemeteries and funeral directors in the sale of granite monuments."

products are offered to the public on deferred payment terms, often through insurance policies sold by SCI.

Swenson said a fundamental change in the marketing of death care products has resulted in each of the three segments of the death care industry selling products and services formerly sold by the other, especially funeral directors and cemeteries who are selling products traditionally those of monument retail dealers.

Swenson also spoke of imported finished monuments and cremation as two other trends "which further complicate the future of the granite memorial business."

Pointing to India, Canada, Portugal and South Africa as primary sources, Swenson said imports of finished granite memorials are weakening the entire granite memorial industry.

"Importers must establish their market share and therefore will sell to anyone who will buy their product at extremely low prices. Since importers emphasize repetitive units such as flat markers, the

sales of upright monuments deteriorate and profit margins shrink throughout the entire distribution chain."

Swenson said the impact of cremation is extremely significant because it has caused a reduction in the monument market despite an increase in the total number of deaths. "The major concern with respect to the cremation rate (estimated to be more than 25% of the national death rate by the year 2000) as it relates to our business is the fact that a substantial portion of cremations (an estimated 80%) are not memorialized.

"Only a few years ago," Swenson said, "80% of all crematories were sold to cemeteries. Now, funeral homes account

for 70% of all new crematories. Because the price of cremation is very competitive with traditional funerals, funeral directors have begun to promote cremation and they have begun to sell monuments to make up for lost sales in caskets."

Swenson said the failure of monument retail dealers in the United States to properly respond to the changing trends in the marketplace is resulting in the loss of sales. "We are being outsold and outmaneuvered by aggressive cemeteries and funeral directors who sell competitive products to ours."

Swenson said one response by monument retailers to the changing marketplace has been the filing of lawsuits in

various states against cemeteries, another reaction has been a challenge to the tax exempt status of cemeteries.

"The approach of confrontation between cemeteries and funeral directors is wrong," Swenson said. "The proper approach is cooperation and the example of that is the recently negotiated setting guidelines established between MBNA and ACA."

The first step in adapting to and fully directing future trends in our industry Swenson said, is establishing cooperation with cemeteries and funeral directors.

Cemetery design is the second according to Swenson. "There must be radical re-thinking about cemetery design



"Only a few years ago, 80% of all crematories were sold to cemeteries. Now, funeral homes account for 70% of all new crematories. Because the price of cremation is very competitive with traditional funerals, funeral directors have begun to promote cremation and they have begun to sell monuments to make up for lost sales in caskets."

to accommodate the cemeteries' very real concerns about perpetual care and the utmost utilization of space. Cooperation with cemeteries in cemetery design to make upright granite memorials economically viable as a saleable product is a high priority of the granite memorial industry."

And Swenson said the public needs to be educated about the importance and historical significance of upright granite memorialization. He said we must specifically accept the fact of cremation and promote memorialization of cremains. "There is absolutely no reason why cremains should not be memorialized with a traditional upright granite

"The approach of confrontation with cemeteries and funeral directors is dead wrong. The proper approach is cooperation and the best example of that is the recently negotiated setting guidelines established between MBNA and ACA."



monument. The savings on the casket alone buys a monument."

He also said it is imperative that advertising and promotion of upright granite monuments be accomplished in a fashion that will be beneficial to the granite supplier and the monument retailer. He said this effort must be a shared financial program between manufacturers and dealers at levels much higher than exist today.

To survive in this industry, Swenson said, "The granite supplier and the retail monument dealer must address the fundamental change in the marketing

and distribution of both upright and flat granite memorials. The retail monument dealer must work directly with the cemeteries and funeral directors in the sale of granite monuments."

"In view of the increasing trend toward consolidation in the cemetery business and the growth of major conglomerates such as SCI and Stewart Enterprises, the concept of wholesale monumental distributors providing lettering and setting directly to cemeteries and funeral directors is already a reality and will become the primary method of distribution of granite monuments in many areas

of the country. This trend is happening all over the country and it is the trend for the future and neither legislation nor litigation is going to stop that trend."

Swenson said he is extremely optimistic about the future of the granite memorial industry. "There are tremendous opportunities in the marketplace. The retail monument retailers who will survive are the monument retailers who are not afraid to work with cemeteries and funeral directors. The future will be bright for those who are flexible and who will change to meet the needs of their market."



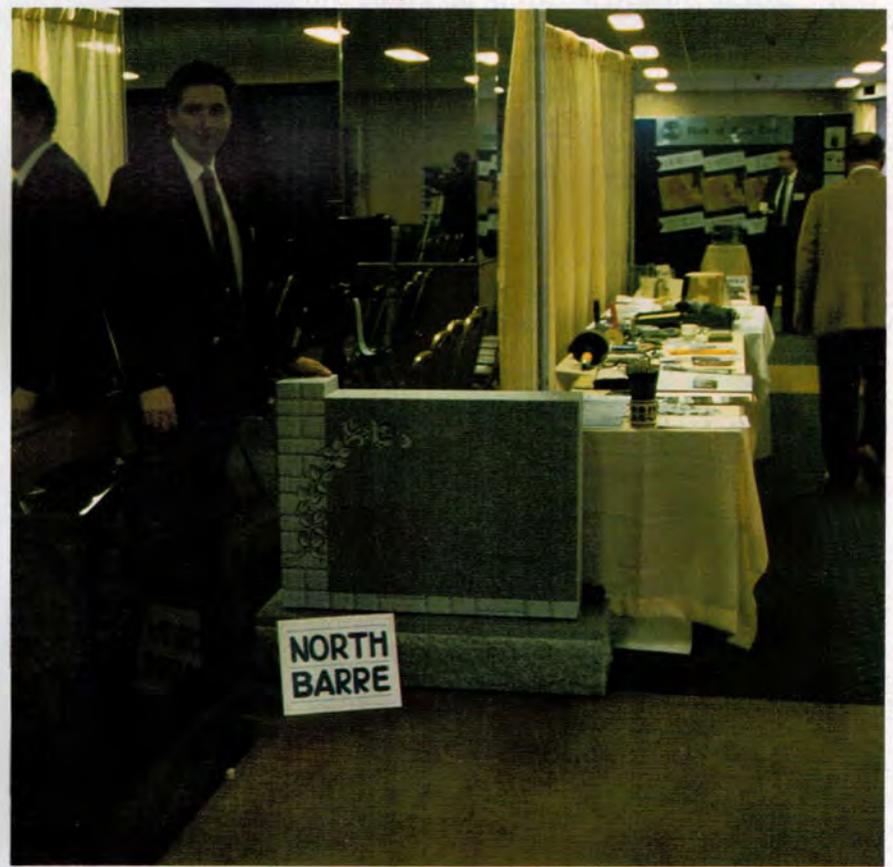
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Monument Display Highlights Annual Tri-State Meeting

The Annual Tri-State Monument Builders convention, at Cherry Hill, New Jersey last January, was highlighted by a monument and table display featuring several member-firms of the Barre Granite Association.

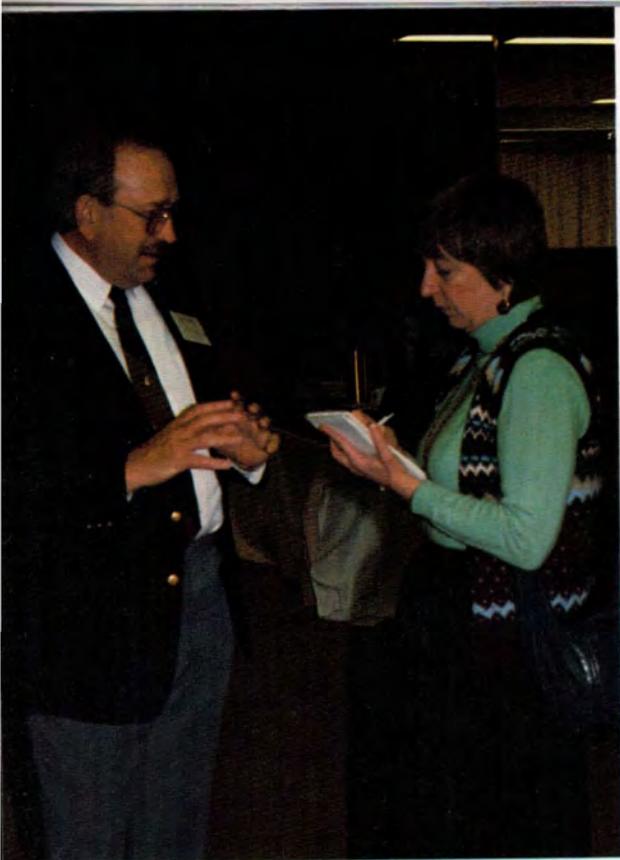
More than 200 people were on hand, representing monument retail firms from Pennsylvania, New Jersey, Maryland and Delaware.

The two and a half day session featured several activities, including several speakers discussing a variety of subjects, and a reception sponsored by the Barre Granite Association. Two BGA member-firms, Lawson Granite Company and Cetrangolo Finishing Works, also supported the Tri-State meeting by each sponsoring breakfast danish and coffee on successive mornings.



Gary Kelly, District Sales Manager for Rock of Ages Corporation, described the convention as "a great success. The organizers should be commended for their efforts. They did a great job!"

Charles Chatot, President of North Barre Granite Company displayed monuments manufactured from jet black and Barre granites. "The meeting was very beneficial and was very well organized," he said.



The monument industry public relations program, MYTTE, was at work at the Tri-State meeting. MBNA President Sherwood Snyder is interviewed by a reporter from the local Camden, New Jersey, Courier-Post.



The Anderson-Friberg Company display featured monuments made from Barre granite and Missouri Red granite. Melvin Friberg, President of the BGA member-firm, said the meeting was "very good, as it has been over the past several years. The convention was beneficial to us and we enjoyed being here again."

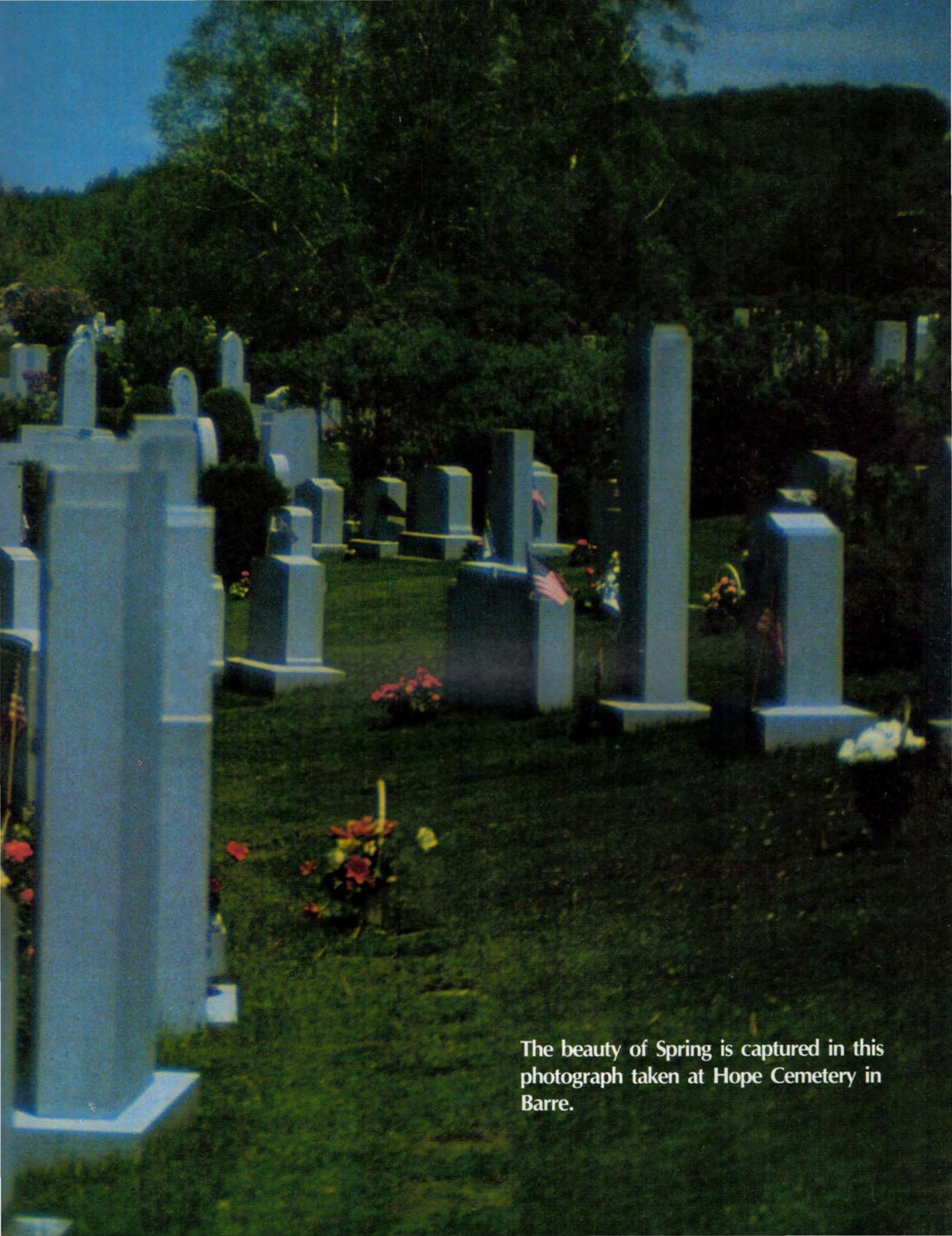


Adams Granite Company featured two beautiful Barre granite monuments in their display. Kerry Zorzi, President of the BGA-member firm, said, "It was a pleasure to meet so many people at the Tri-State meeting. I'm pleased we decided to participate."



Jerry Barcomb, representing Houle-Guidici Granite Company, displayed monuments made from coral pink and Barre granites. "I enjoyed meeting so many people. These good folks really made me feel at home."





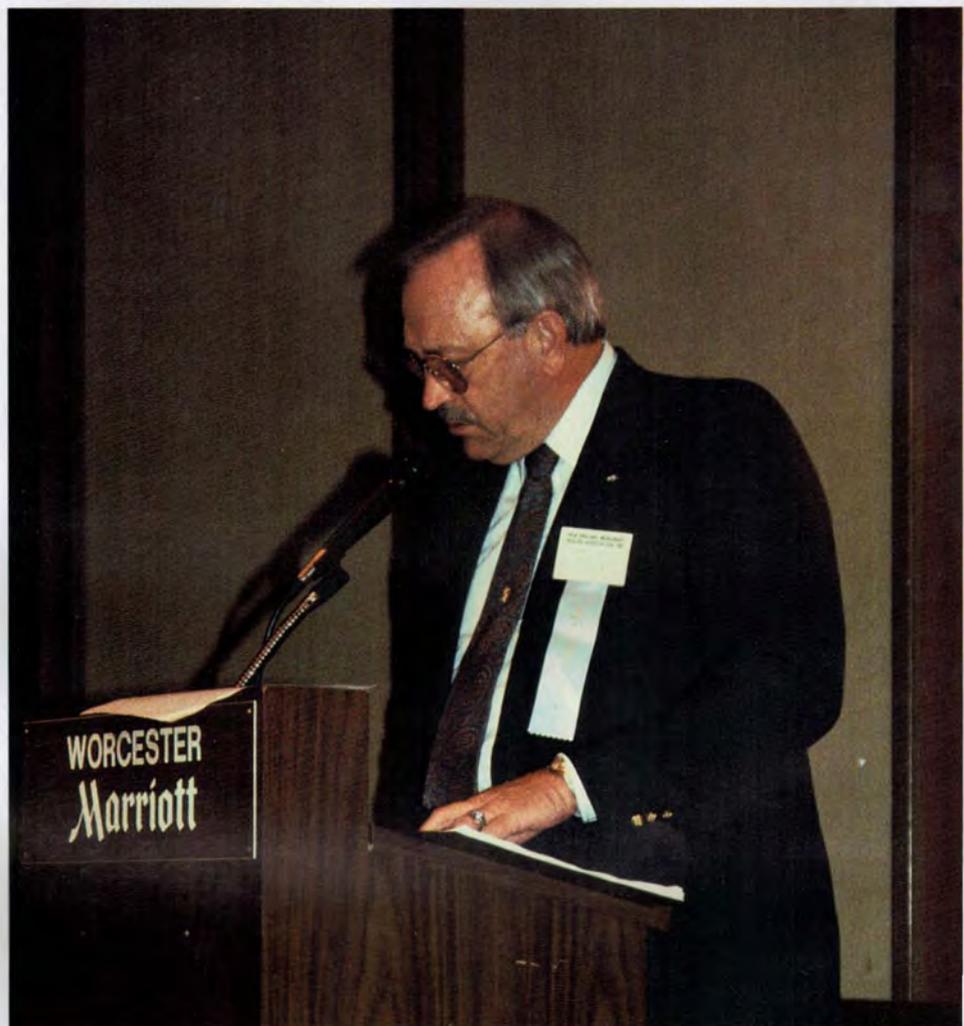
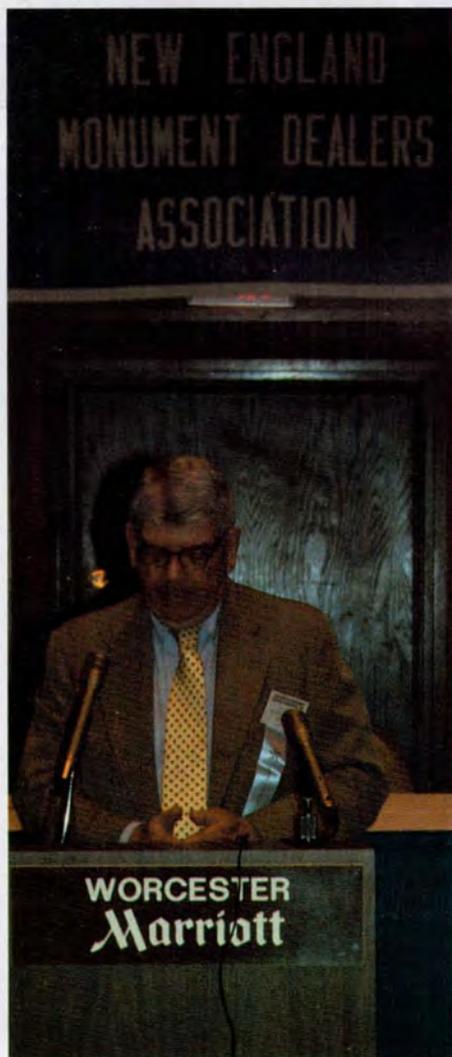
The beauty of Spring is captured in this photograph taken at Hope Cemetery in Barre.

Monument Display New England Mer

More than 40 monument retail firms from around New England were represented at the 53rd Annual New England Monument Dealers Association meeting last January in Worcester, Massachusetts.

The day and a half meeting featured several speakers on issues ranging from an overview of the death care industry to the impact of the new Federal tax law on small businesses to cash management: the economy and investments.

A special attraction was a display of monuments, several manufactured by member-firms of the Barre Granite Association.



Above: MBNA President, Sherwood Snyder, the luncheon speaker, shared his thoughts about the many and varied activities sponsored by the MBNA on behalf of its nation-wide membership.

Left: Tom Leary, Manager of Planning & Development for the Barre Granite Association, presented an overview of the death-care industry to the New England Monument Dealers Association annual convention. Leary pointed to the importation of finished monuments, the impact of pre-need sales of bronze cemetery markers and community mausoleums in today's at-need market, and cremation as three of the most important influences in the monument market shared by retail memorialists.

Centerpiece of Etchings Meeting



On the right, Dick McBride, General Sales Manager of Beck & Beck, reviews an etching design with Owen Roessler, Regional Sales Manager for the BGA-member firm. "This convention provided us with a great opportunity to renew acquaintances and to exhibit the excellent detail available in our Guardian "Weather-Sealed" etchings," McBride said.



Cetrangolo Finishing Works was represented by Steve Slocum, on the right, and Mark Duquette. Steve said the convention was very beneficial. "We were pleased to have the opportunity to meet some old friends and establish new friendships," he said.



The "Better Built" logo of Buttura & Sons, Inc., was prominent at the New England dealer's meeting. John Buttura, Jr., represented the BGA member-firm with two granite monuments including the patented "Unitary Slant" monument. "It was a great convention. I met many old customers and established several new accounts," he said.



Dick Gale, Sales & Advertising Manager, for Rouleau Granite Company is shown in the BGA-member firm's booth with two granite monuments from their manufacturing plant, and several bronze plaques made by Metro Bronze, their foundry division.



The Lawson Granite Company displayed several granite monuments including two in Barre granite, one in Baltic Red from Sweden and one in Gem Mist. Ron Plante, representing the BGA member-firm, said he was very pleased with the convention. "The meeting was well attended and we were able to establish many good contacts and meet several new people."

news from the Cemetery Field

By
Thomas Leary



Modern Cemetery Design:

(Editor's Note—The Barre Granite Association has conducted an extremely successful cemetery planning program since 1975. Since that time we have assisted in the development of more than 150 modern cemetery section designs. Working with Grever and Ward, Inc., a landscape architect and design firm, the BGA has created designs which combine the

efficiencies of low maintenance costs with the appeal and saleability of modern design sections. The following article substantiates the positive impact and benefits of a modern cemetery design. For further information contact, Tom Leary, Manager of Planning and Development at the Barre Granite Association.)

During the past two decades there has been an ongoing debate within the cemetery industry concerning the role of upright memorials in the design of a modern cemetery.

Opponents of upright memorial sections have argued that flat markers were the way of the future. They have contended that uprights are difficult to trim



This photo represents Section 29, a typical, traditional upright monument section with little, or no planned landscaping.

FREEDOM OF CHOICE

around and restrict mowing capacity, thus substantially increasing maintenance costs.

Many of the arguments concerning maintenance costs were blunted over a decade ago by Robert Garrison, President and General Manager of Toledo Memorial Park in Sylvania, Ohio. Garrison studied the expenses of cemetery maintenance

and determined that maintenance costs of a properly designed upright monument section are no more than those of a comparable flat marker section.

Indications are that a growing number of consumers are turning away from flat markers, desiring a more individualized tribute to their loved ones. They want the freedom of choice in selecting the size,

shape and color of a memorial—options that can only be found in upright monuments. Combining these elements with a properly designed and landscaped cemetery section further enhances the appeal of a lot.

Don Ward, of Grever and Ward, Inc., a landscape architect and landscape design firm, has long been a proponent



This Section, designed by Grever and Ward, employs modern design and landscape concepts.



A typical well-planned freedom of choice cemetery section.

of the upright monument in modern cemetery sections.

"Not only are the arguments of high maintenance costs invalid, the upright monument is much more appealing to a large part of the consuming public," Ward said.

Now a new study conducted in New York confirms Ward's contention. In fact, the study shows the saleability of a modern design upright section far exceeds that of a traditional monument section.

The study was conducted by Mark Lazaroski, Executive Director of Catholic Cemeteries for the Diocese of Syracuse, New York. Sales in two sections of the Calvary-St. Patrick's Cemetery in Johnson City, New York were measured during 1985 and the first four months of 1986.

Section 29 is a typical, traditional upright monument section with little, or

no planned landscaping. Section 31, which was created by Grever and Ward, employs modern design and landscaping concepts.

The pricing of graves in Section 31 is 20 percent higher than in Section 29. Graves were first sold in Section 31 in 1985. During the first year of sales, 255 monumented graves were sold in Section 31, amounting to \$113,475 in sales compared to 84 graves in Section 29 with a dollar value of \$30,450.

During the first four months of 1986, the cemetery engaged in a pre-need sales campaign for all of its property, including its community mausoleum. The results of this program show that 233 monumented graves were sold in Section 31, compared with 12 in Section 29.

"Even though there is a substantial difference in price, people really like Section

31 and are not afraid to pay for it," Lazaroski said.

"The key factors in our sales have been the variety in lot choices and landscaping which is available to everyone," Lazaroski added.

Lazaroski worked with Ward in developing the section design.

"The age old fear of not raising prices sufficiently is wrong, especially if cemeteries are planned such as Calvary. People are willing to pay for something professional," Lazaroski said.

Moreover, Lazaroski has it from his own personnel that Section 31 is both easier to work within and maintain than Section 29, and that translates into lesser costs for the cemetery. Certainly, it affirms Bob Garrison's studies of ten years ago.



A Beautiful Sign in Barre Granite

Five member-firms of the Barre Granite Association and one Associate Member combined their talents to produce this beautiful steeled Barre granite sign for the Knights of Columbus Chapter in Barre.

The project was spearheaded by local contractor Roland Lajeunesse.

Rock of Ages Corporation donated the granite; Rouleau Granite Company did the steeling and

panel carving; Maurice Memorials sawed and finished the support columns; North Barre Granite Company did the full-size layout; and Thurber Granite Company diamond-sawed the rough stock. Associate Member Memorial Sandblast sandblasted the main structure and the logos.

Maplewood Cemetery is seen in the background.

News *about* BGA *members*

PEERLESS GRANITE COMPANY CHANGES HANDS



Denis and Chris Roy have sold the Peerless Granite Company to the Mugford family, who have been involved in the granite business for 30 years. The Mugfords have pledged to continue the tradition of quality and customer service that has become a trade-mark of the Peerless Granite Company. The Mugfords have operated M and W Polishing Works, an associate member of the BGA, for the past several years. The new owners, from left to right, are Jeff, Wayne, Craig, Waldo, Brunella and Bret Mugford. Bret will manage the operation of the plant and Brunella will play a key role in the office.

TELEMARKETING COMES TO MAURICE MEMORIALS, INC.



Maurice Memorials has established a telemarketing program which has proven extremely successful for the BGA-member firm. David Maurice, business manager with the company, said telemarketing is an "effective sales tool. We are able to establish an immediate rapport with our customers."

On the left is Rodney Maurice who works ten hours a week on telephone sales. Rodney is a senior at Champlain College and is engaged in a special project on telemarketing as part of his course work. His brother, Paul, on the right, a high school senior, spends an hour a day on the telephone.



ANDERSON-FRIBERG CRANE OPERATED BY REMOTE CONTROL

A new innovation in the granite industry—a remote controlled overhead crane—is being used by the Anderson-Friberg Company.



Melvin Friberg, President of AFCO, said the radio controlled crane is proving to be extremely reliable. Friberg said the radio controlled crane is beneficial because walkway space is not required for the crane operation. "Besides being a space saver, it allows for operation at a greater distance from the load, which contributes to safety and better visibility," Friberg said. The BGA-member firm has been using the crane for the last several months.

Louie Scott of AFCO is shown operating the crane via remote control.

BETTER CONTROL WITH AUTOMATION AT COLOMBO GRANITE COMPANY

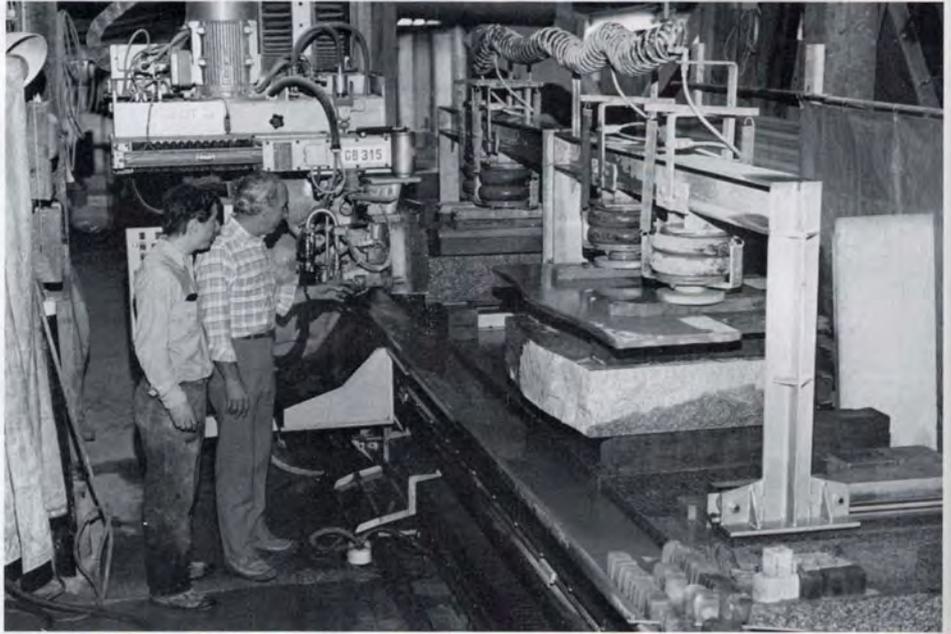
Bob Colombo, President of Colombo Granite Company is seen monitoring his new automatic Park Tool Hydrasplit polishing machine. "This new machine will give us better control of our production line," Colombo said, "and the foreman can now control our production flow better. This machine also gives us the capacity to handle urgent orders and speeds up our deliveries."

Using four grades of captive abrasive polishing bricks, this machine has the capacity to find the stone in the bed, determine the shape of the slab and automatically polish the entire slab.



LACROSS: NEW EQUIPMENT BETTER SERVICE

David and his father, Gabriel "Bebe" LaCroix check out the many features of a new combination polisher and grinding machine recently acquired by the company. Bebe noted the machine has greatly enhanced the capability of the BGA-member firm to handle larger polishing jobs as well as creating complex configurations with granite monuments.



WILL NADEAU CELEBRATES 25 YEARS WITH THE ROULEAU GRANITE COMPANY

Ray Rouleau, plant manager of the Rouleau Granite Company, recently presented a gold watch to Will Nadeau, purchasing agent for the BGA-member firm. Nadeau, who has been with the company for more than 25 years, started out as a maintenance worker with the firm. Rouleau said Nadeau is one of the most important staff persons with the company. Nadeau is responsible for ordering supplies, maintaining proper inventory and getting needed equipment parts.



A NEW VOICE AT BECK & BECK, INC.

Gordon Lambert, the newest member of the telemarketing team at Beck & Beck, Inc, has more than two decades of experience in the Barre granite industry. Gordon began his career in our industry in the early 1960's. Since then he has gained experience as an administrative manager, personnel director, sales representative, sales manager and general manager. He has also been responsible for plant production analysis. Gordon and his wife Barbara are the parents of two sons.



BGA SPONSORS MBNA PRAYER BREAKFAST

Nearly 250 persons turned out for the Annual BGA Prayer Breakfast, at the 1987 MBNA national convention in Vancouver, B.C., in February. The Prayer Breakfast was sponsored, as it has been for the last several years, by the member-firms of the Barre Granite Association.

Lt. General and Mrs. Richard Shaefer, of Nashville, Tennessee, were the featured speakers. They were congratulated by several memorialists after their presentation, including Charles W. "Bill" and Joan Hunt, also of Nashville.

The audience was attentive as General Shaefer, a retired U.S. Air Force three-star general, with more than 35 years of military service, and his wife, Caroline, shared their personal religious experiences.



Correction: In the Winter issue we inadvertently printed the old address for 3-D Sculpture Studio, one of our Associate members. The new and correct address is: 3-D Sculpture Studio, Cook, Watkins and Patch Building, Smith and Blackwell Streets, Barre, Vt. The business telephone is (802) 479-0669. The mailing address is RR1-Box 1571 Barre, Vt. Eric Oberg heads the design studio and his home phone is (802) 476-8666.

Barre Granite Association Monument Design Contest Win Five Thousand Dollars

The Barre Granite Association is sponsoring a nationwide monument design contest with prizes totalling five thousand dollars. One thousand dollars will be awarded to the winner of each of five categories of competition. The five categories are:

1. **Estate Monuments** (tablets more than four feet long or tall)
2. **Upright Monuments** (tablets four feet or less long or tall)
3. **Slant/Bevel Monuments**
4. **Flat Markers**
5. **Cremation Monuments**

There is no limit on the number of entries and it is possible for one person to capture first place in each of the five categories. All entries should be submitted as soon as possible. *The deadline for all entries is August 1, 1987.*

We plan to announce the winners in the 1988 Winter Issue of *Barre Life* magazine. We also plan

to present the prizes at the Monument Builders of North American Convention in Nashville, Tennessee in February, 1988.

Read and follow the rules carefully. Any entry that does not comply with the rules cannot be considered for competition. Submit your entries as soon as you can. Good Luck!!!





RULES FOR BGA MONUMENT DESIGN CONTEST

1. All designs must be submitted in an 8½" x 14" (legal size) format.
2. Use a scale no smaller than one inch equals one foot, and indicate scale used.
3. All entries must include description of granite type, size of monument and finish.
4. All entries must include Barre granite, in some form, in the design.
5. All artwork must be reproduceable (preferably ink, pencil or watercolor).
6. No photographs will be accepted.
7. All entries must be clearly marked as to category of competition. (Estate, Upright, Slant/Bevel, Cremation, Flat)
8. All entries must include name, address and telephone number of contestant.
9. All entries must be postmarked no later than August 1, 1987.
10. All entries must be submitted to:
BGA Design Contest
P.O. Box 481
Barre, Vermont 05641
11. All entries become the property of the Barre Granite Association and no entry will be returned.
12. The Barre Granite Association reserves the right to modify any or all entries and to publish in any format, any or all entries.
13. All entries will be judged by an independent and impartial panel of qualified memorialists and the decision of the judges shall be final.
14. The BGA Design Contest is open to anyone submitting one or more designs in each or all of the categories of competition.
15. Designs will be judged on their aesthetic merit and their practicability to be manufactured in granite.

Lisa Nativi — Presidential Scholar



Lisa Nativi, daughter of Doris and Silvio Nativi, was one of only 141 graduating high school seniors, nationwide, to be selected as a Presidential scholar last year. The honor is the nation's highest distinction given to exceptional high school students.

"My Commission on Presidential Scholars has determined that you have made outstanding achievements and is recognizing you as representing the finest in American education," President Ronald Reagan said in a letter to Lisa. She was also invited to a special White House reception with the 140 other Presidential Scholars.

Lisa gave considerable credit for her achievement to her math teacher, Joan Dippre. "I had her for three years and she was really influential," Lisa said.

Lisa received many congratulatory letters and cards from friends and relatives, including Vermont's Congressional Delegation.

Lisa, class valedictorian and outstanding athlete, is presently enrolled in a pre-med program at Dartmouth College in Hanover, New Hampshire.

Lisa's parents own and operate Nativi & Son, Inc., a member-firm of the Barre Granite Association.

Nativi and Son, Inc. Donates Land For Playground



A new playground has been established in a Barre neighborhood as a result of a parcel of land being donated by Nativi and Son, Inc. The BGA member firm donated the land to the Barre Neighborhood Housing Services, Inc. a neighborhood revitalization non-profit company. Silvio Nativi, President of Nativi and Son, Inc. said he donated the land to provide a place for neighborhood youths to play.

"There really wasn't anything in the area for them until this was created," Silvio said.

A basketball court, a horseshoe pit and a picnic area have been established in the park.



Dramatic Video Tape of Granite Production Readied by BGA

A dramatic video tape production vividly portraying the granite production process in Barre is now ready for distribution.

The tape, just over ten minutes in length, covers all aspects of the granite manufacturing process from quarrying to the finished product.

The tape was given several screen tests and has been extremely positive. Several memorialists have already purchased the video.

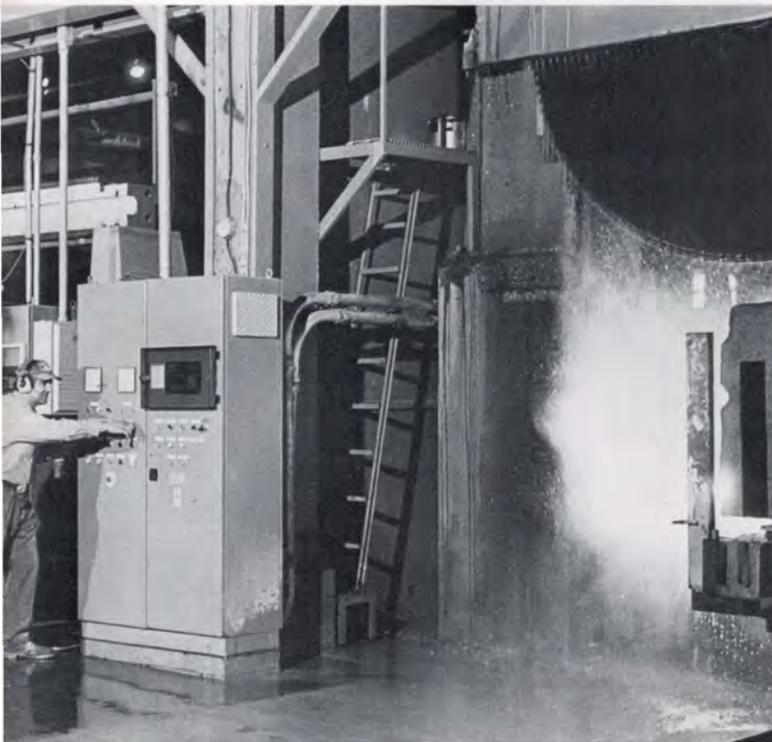
The tape opens with a stunning view of a massive block of Barre granite being wrestled free from the quarry bed. The viewer is then taken through the various manufacturing steps involved in the creation of a monument.

"I believe we achieved our goal of producing a tape that is both appealing to the consumer and clearly shows the complexities that go into the granite manufacturing process," BGA Executive Vice President Norman James said.

"Memorialists will find the tape useful in presentations to customers and before any civic and service groups.

The tape was produced on a professional 3/4 inch master tape. The quality of the color and photography are truly superior. The tape is available in a VHS format from the Barre Granite Association for \$25. This covers our cost of production and shipping expenses.

Order the tape with the convenient order form on this page.



**YES! Please send me the
new BGA Video Tape.**

I am enclosing \$25.00 for each tape ordered.

Number of tapes ordered _____ at \$25 a tape.

Total enclosed _____.

Please make checks payable to the Barre Granite Association

Send your order to:
Barre Granite Association
Box 481, 51 Church St.
Barre, Vermont 05641

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____



Monuments

Barre Granite Association

51 Church Street Box 481
Barre, Vermont 05641
Tel. 802 476-4131

BULK RATE
U.S. POSTAGE
PAID
Barre, Vermont
Permit No. 139

ADDRESS CORRECTION REQUESTED

VOTING MEMBERS OF THE BARRE GRANITE ASSOCIATION

Adams Granite Co.

P.O. Box 126
Barre, Vt. 05641
Kerry Zorzi
800-342-1070

Celenti & Bianchi

P.O. Box 220
Barre, Vt. 05641
Irio Bianchi
802-476-4463

C.R. Davidson Co., Inc.

P.O. Box 156
South Ryegate, Vt. 05069
Clyde Davidson
802-584-3591

Grearson & Lane Co.

P.O. Box 327
Barre, Vt. 05641
John Grearson
802-476-7102

Maurice Memorials, Inc.

R.R. #3
Barre, Vt. 05641
Leo Maurice
800-451-4173

Peerless Granite Co.

P.O. Box 313
Barre, Vt. 05641
Denis Roy
802-476-3061

Thurber Granite Co.

P.O. Box 144
Barre, Vt. 05641
Paul Savard
802-479-9622

Anderson-Friberg Co.

P.O. Box 626
Barre, Vt. 05641
Melvin Friberg
800-451-3255

Cetrangolo Finishing Works

P.O. Box 190
Northfield, Vt. 05663
Nick Cetrangolo
800-451-4517

Desilets Granite Co.

221 Barre St.
Montpelier, Vt. 05602
Victor Roselli
802-223-2111

Houle-Giudici Co.

P.O. Box 787
Barre, Vt. 05641
Gene Houle
800-451-3238

Montpelier Granite Works

Granite Street
Montpelier, Vt. 05602
Joe Mureta
800-451-4513

Rivard Granite Co.

P.O. Box 86
Barre, Vt. 05641
Robert Rivard
802-476-3542

Beck & Beck, Inc.

P.O. Box 467
Barre, Vt. 05641
Robert Zider
800-451-5170

Chioldi Granite Corp.

P.O. Box 294
Barre, Vt. 05641
John Mattson
800-451-3230

Family Memorials, Inc.

P.O. Box 383
Barre, Vt. 05641
Robert Couture
802-476-7831

LaCross Memorials, Inc.

P.O. Box 458
Barre, Vt. 05641
Gabriel "Bebe" LaCroix
800-451-3234

Nativi & Son, Inc.

P.O. Box 436
Barre, Vt. 05641
Silvio Nativi
802-476-7101

Rock of Ages Corp.

P.O. Box 482
Barre, Vt. 05641
Kurt Swenson
802-476-3115

Buttura & Sons, Inc.

P.O. Box 606
Barre, Vt. 05641
Brent Buttura
800-451-3252

Colombo Granite Co.

155 Boynton St.
Barre, Vt. 05641
Bob Colombo
802-476-7061

S.L. Garand & Co.

P.O. Box 365
Montpelier, Vt. 05602
Richard Garand
800-451-5177

Lawson Granite Co.

P.O. Box 377
Barre, Vt. 05641
Albert Gherardi, Jr.
800-451-5174

North Barre Granite Co.

P.O. Box 548
Barre, Vt. 05641
Charles Chatot
800-227-1045

Rouleau Granite Co.

P.O. Box 567
Barre, Vt. 05641
Lucien Rouleau
800-343-4199