



BARRE

LIFE

Spring 1992

published by the Barre Granite Association, Barre, Vermont

In less than eight years, we will be marketing and selling death-care products in the 21st Century. As the next millennium looms on the horizon, many questions are being asked. A couple of major questions are: "What will be the dynamics of marketing and selling in the 21st Century?" And, "What role will public relations and cremation play in memorialization in the 21st Century?"

The BGA is planning to answer these and other questions at "The Road To 2000: Decisions for the 21st Century," a special three-day seminar and exhibit in Barre beginning on August 1. A special flyer advertising the event can be found in the center-fold of this issue of *Barre Life*.

We are very pleased that Bill Faehnle, his brother John, and Lynne Kuhns will be on hand to present their unique "theatre-in-the-round" class entitled "The Sale," covering all aspects of selling and marketing a monument. Their special presentation was unveiled at the Illinois Monument Association convention last December before a very enthusiastic audience. (See page 2.)

As you may recall, the Wirthlin Report, a recent nation-wide survey, revealed the very surprising information that 35% of the people who have never made funeral arrangements have no idea of where to purchase a monument. This is perhaps one of the most critical, and challenging, findings to come from all of the research that has been done in our industry in the past decade.

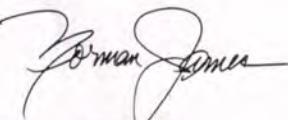
This is really an opportunity for you! The first step, if people don't know where to buy a product, is to publicize the fact that you have the product they are looking for.

This process deals with public relations. "The Road to 2000" will feature George Karnedy, Vice President Sales & Marketing at Rock of Ages Corporation, teaching a course on this subject. George will share his experiences, drawn from his many years in the granite memorial industry, to help memorialists with one of the most critical elements for the success of any retail memorial business.

Cremation will continue to have an impact on the monument industry as we approach the 21st Century. Since industry experts are anticipating a nation-wide cremation rate of nearly 25% by the year 2000, the issue of cremation memorialization is another vital topic facing retail memorialists.

A special presentation on the subject of cremation memorialization will be made by Edward Laux, President of Woodlawn Cemetery in the Bronx, New York. He is the past president of the Cremation Association of North America (CANA), and the President-Elect of the American Cemetery Association. Ed's extensive background in cemetery operations and his long association with the granite memorial business, both traditional and cremation, makes him very well qualified to speak on this issue. His presentation at "The Road to 2000" will be very important for all retail memorialists.

See you in Barre, on the Road to 2000!



Norman James
Executive Vice President



**BARRE
GUILD**

BARRE LIFE

Spring 1992

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CONTENTS

Royalty Granite Company Purchases Coggins Granite	1
BGA on the Road	2
Granite Products from Barre	10
Monument Designs from Barre	13
THE ROAD TO 2000 REGISTRATION FORM	INSERT
Veterans Designs from Barre	25
BGA Members News	29
In Memoriam	33
Cemetery Perspectives: The Future Is Yesterday And Today (Part II)	34
Promotional Items Order Form	36

ABOUT OUR COVER

A Blush of Spring at Hope Cemetery: One of Barre's most popular attractions, Hope Cemetery is visited annually by thousands of people. A guided tour of Hope Cemetery is one of the many events scheduled for the BGA's Road To 2000, August 1-3.



Royalty Granite Corporation Purchases Coggins Granite

Coggins Granite, Inc. of Elberton, Ga., and Swenson Granite Company, Inc. of Concord, N.H., have jointly announced that Royalty Granite Corporation, a Georgia corporation wholly owned by Swenson Granite, has acquired all the inventory, quarry machinery and equipment and all the operable granite quarries of Coggins Granite, Inc. and Coggins Land Company. The quarries included in the sale are: Beaver Dam, Berkeley Blue, Bertoni, Blue Diamond, Continental Blue, Elberta Pink, Gibraltar, Indian Hill, McWhorter, Millstone Blue, Oglesby and Royalty Blue. All these quarries are located in Elbert, Madison or Oglethorpe Counties, Ga., and encompass about 2,800 acres of land. The Chapel Rose quarry in Oklahoma and Radiant Red quarry in South Carolina were also purchased by Royalty Granite Corporation.

Kurt Swenson, President of Swenson Granite and Rock of Ages, (above addressing rough-stock customers in Barre and shaking hands with B. Frank Coggins, Jr., Chairman of the Board of Coggins Granite in Elberton) was asked why his company would buy quarries in Georgia when most of their operations were in New England and what plans they had for their Georgia quarries. "We are first and foremost granite quarriers and are always interested in purchasing proven

granite reserves no matter where they're located if we think the price and market potential are reasonable," Swenson said. "Elberton granite, like Barre granite, is well-known in the granite industry, and we believe the Coggins quarries are the best in Elberton." Swenson said he believes substantial improvements can be made in the operations of the Coggins quarries over time.

The principal objective of Royalty Granite Corporation is to establish a reliable and continuing supply of well-shaped granite blocks of Royalty, Berkeley and Millstone Blue to sell to Elberton memorial manufacturers and for export outside North America.

"We have no plans to purchase or build a manufacturing plant in Elberton, and it is not economically feasible to ship the blocks to New Hampshire or Vermont for manufacture there," Swenson said. "If we should ever decide to sell memorials of Elberton granite through our existing distribution system, we would subcontract their manufacture in Elberton."

Swenson Granite Company is the only company in the granite industry with significant investments in Barre, Vt., Beebe, Quebec and Elberton, Ga., the three largest granite memorial manufacturing centers in North America. □

Illinois Monument Association

December 5-7, 1991, Springfield, Illinois



(Seated, from left) Bill Faehnle, Lynne Kuhns and John Faehnle of Maumee Valley Memorials, Waterville, Ohio, perform "The Sale" to more than 25 member-firms of the Illinois Monument Association during their annual convention. The two-hour presentation, sponsored by the member-firms of the Barre Granite Association, traces the sale of one monument from observing the obituary notice, to contacting the family, to making an appointment, to interviewing the family in the office, to overcoming objections, to closing. BGA member-firms represented at the meeting included Granite Industries of Vermont and C.R. Davidson Company.

Great Lakes/Bi-State Monument Builders

November 22-24, 1991, Indianapolis, Indiana



Mike Moore, Virginia Monument Company, Marion, Va., discusses perception (is the illustration of a young or an old woman?) with representatives of 30 memorial firms from Michigan and Indiana during their annual convention and monument display. Mr. Moore's presentation, "Telling The Quality Story," was sponsored by the member-firms of the BGA. Participating in the monument display was BGA member-firm Anderson-Friberg Company.

Tri-State Monument Builders

January 9-11, 1992, Baltimore, Maryland



More than 200 people, representing more than 50 retail firms plus wholesalers and suppliers, attended the Tri-State Monument Builders annual convention, which was highlighted by a substantial monument display and an opening-night reception sponsored by the member-firms of the BGA. Next January's convention, scheduled to be held in Philadelphia, will not have a monument display to prevent a conflict with the monument exhibit planned for the MBNA national convention in Louisville, Ky., according to Tri-State officials. On the following four pages are photographs of BGA member-firms attending the convention and their displays.



ANDERSON-FRIBERG COMPANY, INC.—(From left) Peter Friberg talks Barre with Brian Hall, Joseph Hall & Son, Staten Island, N.Y.

Tri-State Monument Builders

January 9-11, 1992, Baltimore, Maryland



COLOMBO GRANITE COMPANY—Bob and Jackie Colombo look on as Fred Donatelli, Donatelli Cemetery Memorials, Pittsburgh, Pa., describes a design idea.

**Tri-State Monument
Builders Convention**

January 9, 10, 11, 1992

MARRIOTT - Inner Harbor
Baltimore, MD



The Pearl of the Inner Harbor

BALTIMORE **Marriott**
INNER HARBOR

Pratt and Eutaw Streets
Baltimore, Maryland
(301) 962-0202



C.R. DAVIDSON COMPANY—Mr. & Mrs. E.J. "Cork" Randall, Sunset Memorials, Cochranton, Pa., listen as Mike Bouchard (right) describes his firm's granite products.

Tri-State Monument Builders

January 9-11, 1992, Baltimore, Maryland



GRANITE INDUSTRIES OF VERMONT—(From left) Ernest Parnell, Bianchi Monuments, Monessen, Pa., visits with Glenn Atherton and Jeff Martell.



LAWSON GRANITE COMPANY—(From left) Mark Gherardi, Mike Karney and Barry Eitnier, Eitnier Memorials Design Studio, Inc., Ephrata, Pa., share a laugh.

Tri-State Monument Builders

January 9-11, 1992, Baltimore, Maryland



NORTH BARRE GRANITE, INC.—Sanford "Sandy" Epstein, Raiken-Epstein Memorials, Newark, N.J., discusses the benefits of upright monumentation with Steven Gregoire.



ROCK OF AGES CORPORATION—
Mr. & Mrs. Raymond Eakin, Franklin Granite Works, Franklin, Pa., pose with Gary Kelley.

Tri-State Monument Builders

January 9-11, 1992, Baltimore, Maryland



ROULEAU GRANITE COMPANY
—(From left) Rouleau Granite Company's Jerry Mascola, Jack Babic and Jim Soutar discuss business with Vince Tartaglia, Wilmington Memorial Company, Wilmington, Del.

New England Monument Dealers Association

January 17-18, 1992, Worcester, Massachusetts



"Who do you think you are?" asks Mike Fanny, Superintendent of Blossom Hill Cemetery, Concord, N.H., to representatives from some 50 New England-area retail firms. Mr. Fanny offered a cemeterian's view of monument sales and marketing during his BGA-sponsored presentation at NEMDA's 57th annual convention. The BGA also sponsored a presentation by Mike Moore. BGA member-firms Anderson-Friberg Company, Lawson Granite Company, Rouleau Granite Company and Rock of Ages Corporation were represented at the convention, which featured a physical display.

Monument Builders of North America



Changing of the Guard: MBNA President-Elect David Bott, CM, MBNA Past President Linda Ott, CM, and MBNA President Wayne L. Larsen.

Representatives from 102 North American monument retail firms attended the 83rd national MBNA convention in Tampa, Fla. The convention was highlighted by a four-hour workshop conducted by nationally known marketing consultant Charlie Mouser and sponsored by the member-firms of the Barre Granite Association.

BGA member-firms attending the convention were

**Anderson-Friberg Company,
C.R. Davidson Company,
Lawson Granite Company,
Rock of Ages Corporation
and Rouleau Granite Company.**

MBNA Trustee Donald H. Rex, CM, gave an update on the Funeral and Memorial Industry Council, the death-care industry's public relations program.

Don was looking for commitments from the manufacturers for future funding for the program. He said that while it is doubtful that all four segments (monument dealers, cemeter-

ians, funeral directors and florists) would agree on a unified public relations program, the minimum result of such a program would be that retail dealers continue a very good relationship with cemeteries.

Wayne L. Larsen of Larsen's Memorials LTD., Winnipeg, Manitoba, was elected new MBNA President and succeeds

Linda Ott, CM, of Ott Memorials in Galveston, Texas. The MBNA President-Elect is David Bott, CM, of Mark H. Bott Co., Ogden, Utah.

Chester Almond of Puritan Granite Co., Elberton, Ga., was elected President of the MBNA Manufacturers and Wholesalers Division; the President-Elect is Peter Friberg of Anderson-Friberg Company, Barre, Vt.; and the first Vice-President is Mel

Lommel of Royal Melrose, St. Cloud, Minn.

The 1993 MBNA National Convention is scheduled for Jan. 31-Feb. 3 in Louisville, Ky., and will feature a full monument display. □

"Even if the monument retailer is a skilled craftsman, he should think of himself as a salesperson."

—Charlie Mouser

February 2-5, 1992, Tampa, Florida



BGA Education Workshop Series Presents Charlie Mouser At MBNA 1992 Convention

As part of its new **Education Workshop Series**, the Barre Granite Association is pleased to present international advertising and marketing consultant Charles "Charlie" Mouser at the MBNA's National Convention, February 2-5, 1992, in Tampa, Fla. He is scheduled to speak Sunday morning, February 2, 1992, from 8 a.m. to 11:45 a.m., immediately preceding the convention's ribbon-cutting ceremony.

Over the past several years, Charlie has inspired nearly a half-million seminar attendees throughout the United States and Canada. His engagements include the Monument Builders of Pennsylvania 1989 Convention in Tamiment, Pa., and the 1989 New England Monument Dealers Association Convention in Springfield, Mass.—both of which were funded by the member firms of the Barre Granite Association.

Charlie has been referred to as "a walking encyclopedia of advertising and retailing" and is the founder of the renowned MOUSER REPORT found in many newspaper advertising libraries. He has been voted "Number One Motivator and Enthusiast for Local Business" by the Association of Newspapers in the United States and has vast experience as an ad agency director, in newspaper and outdoor advertising and in sales training and motivation.

In 1985, the Mouser Institute of Advertising opened in Crewe, Va., attracting students from all over the world who come for five days of intensive training in retail advertising. The Institute also offers a correspondence course on advertising sales for those in newspaper ad selling.

Says Charlie, "Shopping is excitement . . . the last free entertainment in the country. Selling is a love affair. People don't buy for a price; they buy because it makes them feel good. The goal is to create excitement, and make the shopper feel good."

Make plans now to attend the MBNA's 1992 National Convention



Mouser-isms: Tips From A Pro

Establish hours are standards:

"I recommend hours that are 11 a.m. to 7 p.m., six days a week. Time is the most precious thing your customers have. If you're open 9-5, you're catering to the unemployed; 11-7 is your only survival as a small community."

Design a marketing and advertising plan: "You must know where you're going, then plan how to get there."

Train clerks how to be sales-clerks and reinforce it: "Sell to each other for 15 minutes every day, and learn about the products you sell. Tape your conversations, and see if you would have bought from yourself."

Mark prices in window displays and on the selling floor: "Turn your stores into live catalogs."

Package and display products to attract the consumer's eye: "Keep a neat, attractive store."

Charlie Mouser addresses more than 130 people at his four-hour workshop, sponsored by the member-firms of the Barre Granite Association. Among the many items Charlie touched upon: A very expensive monument should be placed in the middle of every retailer's display; a good location is the key to success in the monument retail business; monument retailers should exhibit their product in shopping centers where there is plenty of pedestrian traffic; above all, even if the monument retailer is a skilled craftsman, he should think of himself as a salesperson; and retailers should look into alternative granite products as a method to increase visibility in their respective market areas.

Norman: Thanks to you and B.G.A. for sponsoring the seminar in Tampa. It was a very interesting and informative morning. The speaker was terrific. Really appreciate your support of educational programs. Claude Shaffer CM

BGA Granite Products



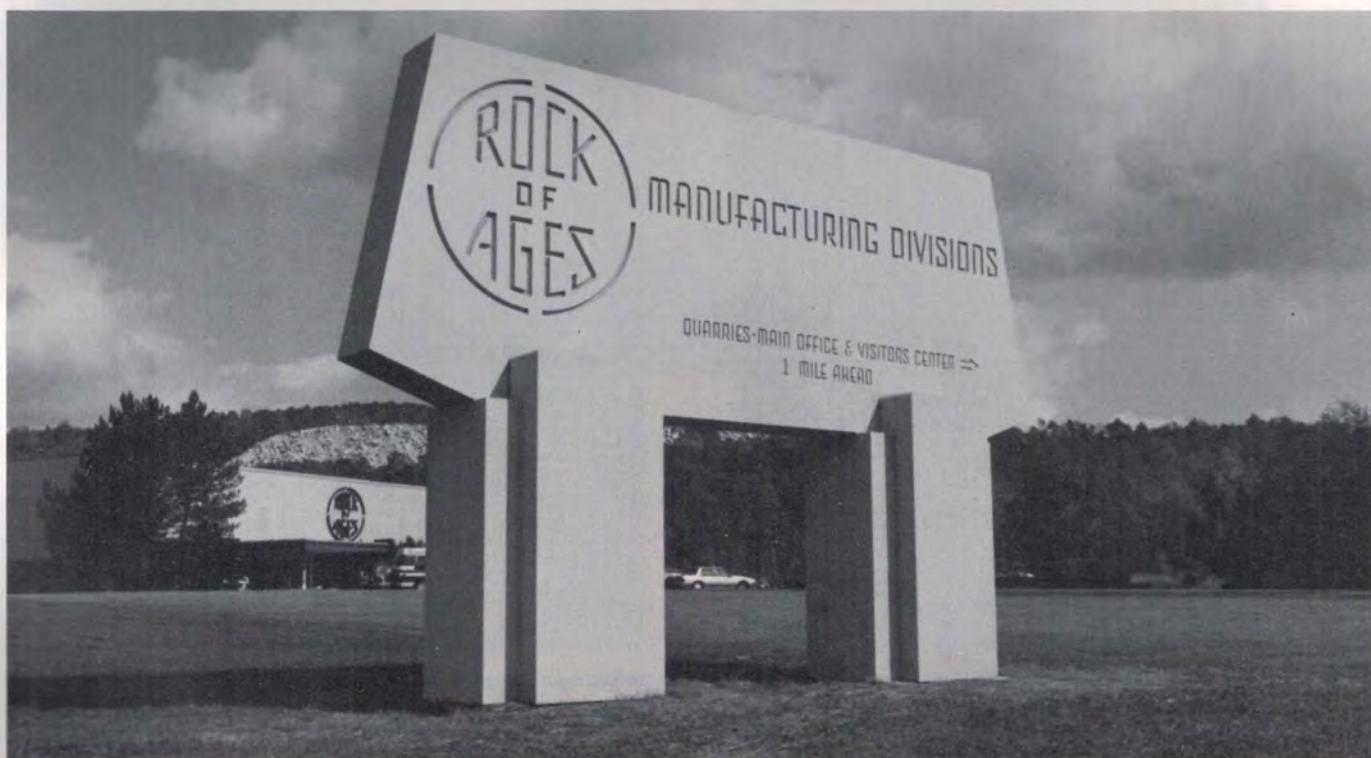
The newly built East Montpelier home of Rich Tousignant (telemarketer at BGA member-firm **Maurice Memorials, Inc.**) and his wife, Mary (chief estimator at BGA member-firm **Granite Importers, Inc.**) is an international granite showcase. (Clockwise, from above) One of many found throughout the house, this threshold is of Sunset Beige granite from Texas. Juperana granite from Africa was used for bathroom vanities and backsplashes. Sunset Beige granite was also used for kitchen countertops, backsplash and the center island. Entryway floor tiles are of Sapphire Brown granite from Brazil. **Granite Importers, Inc.**, is the fabricator.



BGA Granite Products



Vermont Governor Howard Dean, M.D., (left) was presented with this beautiful stealed Barre Gray granite nameplate, crafted by BGA member-firm North Barre Granite Company, at the Vermont Statehouse in Montpelier. Peter Friberg (right), President of the Barre Granite Association and Vice President of BGA member-firm Anderson-Friberg Company, presented the nameplate to the Governor on behalf of all 27 BGA member-firms.



Last fall, BGA member-firm Rock of Ages Corporation replaced the old wooden sign at its Craftsman Center with this impressive all-stealed Barre Gray granite sign. Rock of Ages Corporation Chief Designer Eugene Brusetti designed the 20-0 x 1-6 x 8-0 sign, which rests on two 4-0 x 3-6 x 6-6 supports.

BGA Granite Products



Students at Barre Regional Vocational-Technical Center's Stone Trades School at Spaulding High School in Barre, Vt., crafted this unique sign of Barre Gray granite. The sandblast-carved sign adorns the recently completed addition to the school's library, which also features Barre Gray granite window sills and ornamentation.



Metrocraft pre-assembled family mausoleums are among the many fine granite products manufactured by BGA member-firm Rouleau Granite Company. The Barre Gray granite units shown above during assembly are representative of the many styles available from the Metrocraft "Classic" design series.

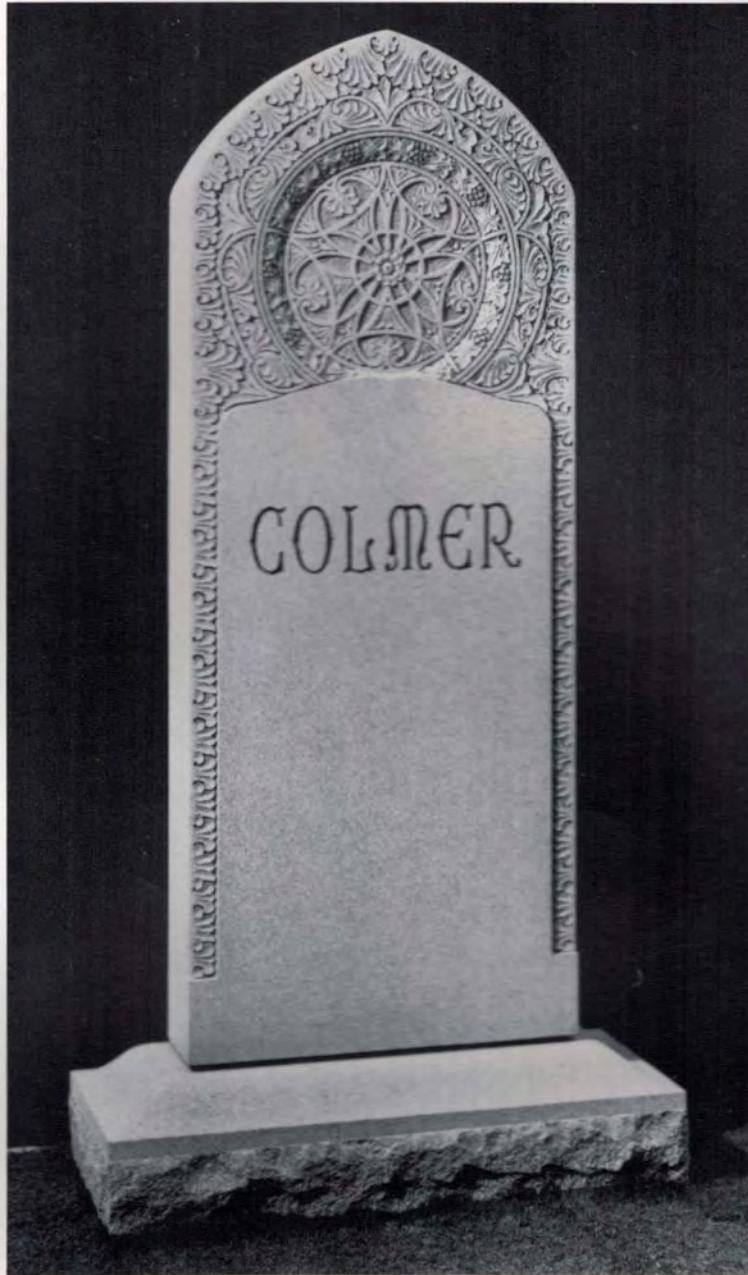
BGA Monument Designs



RIVARD GRANITE COMPANY

This unusual Celtic Cross was manufactured by BGA member-firm **RIVARD GRANITE COMPANY** of Barre, Vt. The 1-10 x 0-8 x 3-8 all-rock-pitched cross with axed wheel is set on a 1-6 x 1-2 x 0-8 all-stealed sub-base and 2-8 x 1-10 x 0-8 stealed-top base with rock-pitched balance.

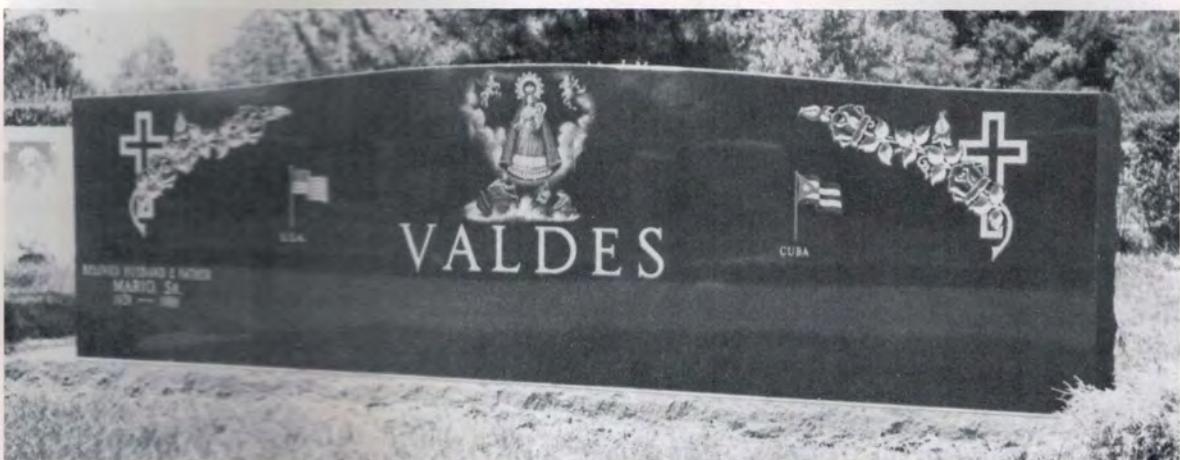
BGA Monument Designs



ANDERSON-FRIBERG COMPANY

Select Light Barre family monument manufactured by **ANDERSON-FRIBERG CO., INC.** for William Colmer, Proprietor, Colmer Monument Works, Lowell, Mass. Designed by William Patten.

BGA Monument Designs



NORTH BARRE GRANITE COMPANY

BGA member-firm **NORTH BARRE GRANITE COMPANY** of Barre, Vt., crafted this massive 9-0 x 0-8 x 2-7 polished front, back and top Jet Black granite monument with rock-pitched ends for Joseph Hall & Sons, Staten Island, N.Y. A 10-6 x 1-0 x 0-6 polished-top base with rock-pitched sides supports this monument. Intricate etchings, shape-carving and sheer mass make the monument one of the focal points of this Staten Island cemetery.

BGA Monument Designs



CHIOLDI GRANITE CORPORATION

BGA member-firm **CHIOLDI GRANITE CORPORATION** of Barre, Vt., crafted this all-polished Medium Barre Gray granite monument that features hand-carved figures. The 5-6 x 0-8 x 3-0 tablet is set on a 6-6 x 1-2 x 0-8 polished-top base with a 3-inch front margin.

BGA Monument Designs



S.L. GARAND & COMPANY

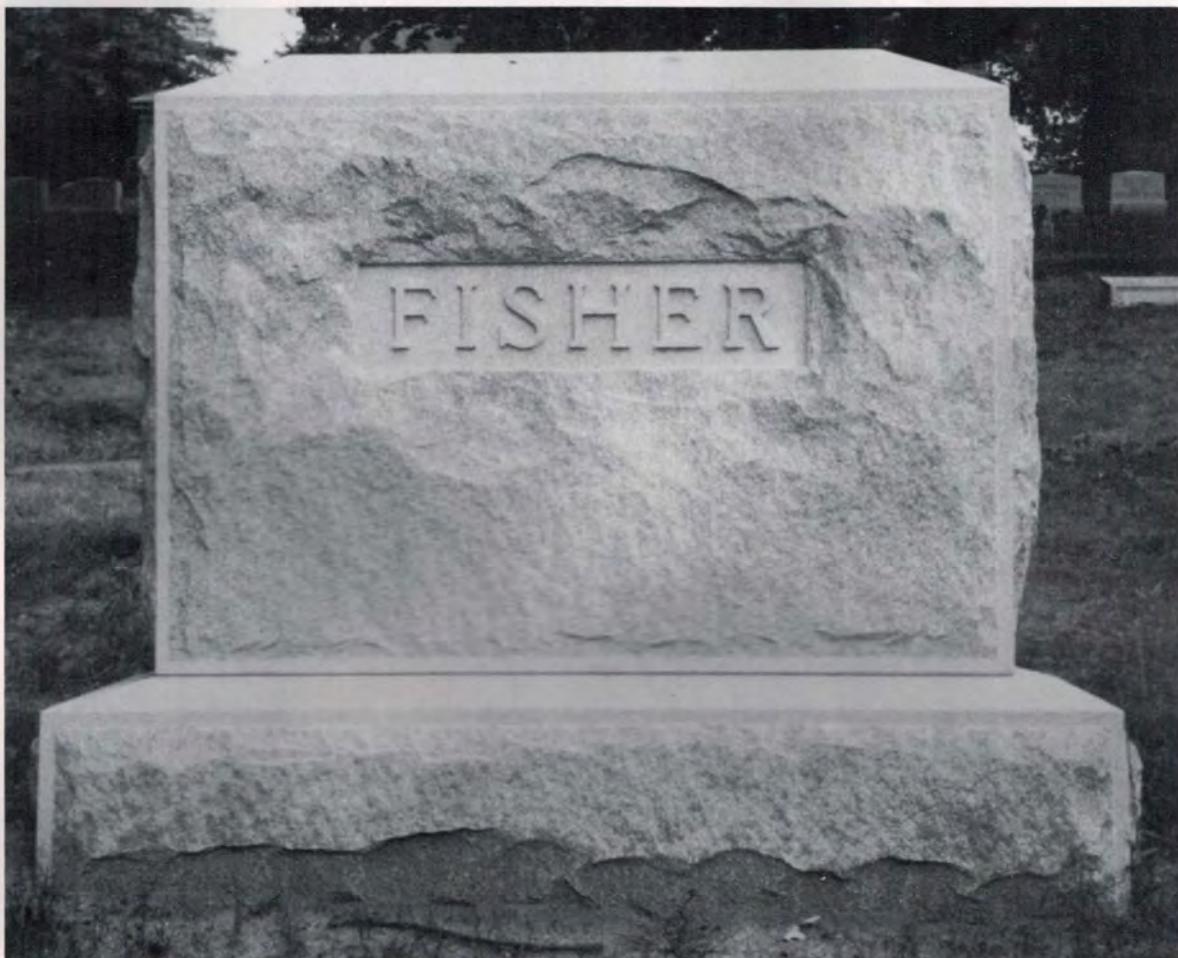
This unique and highly personalized monument was designed by the Blanchard Family for Milton Blanchard. Each and every part of this monument symbolizes a part of his life. The Celtic Black granite was chosen for its strength and beauty, the overall etched scene for its peace and tranquility and the loons for everlasting love. Fishing was one of Milton's passions, and the boat and fishing pole are significant to the scene. The line is still in the water as he was known never to give up hope. These are just some examples of how much thought went into this tribute to Milton. It was manufactured by **S.L. GARAND & COMPANY** of Montpelier, Vt., for Keene Monument Co. of Keene, N.H.

BGA Monument Designs



COLOMBO GRANITE COMPANY

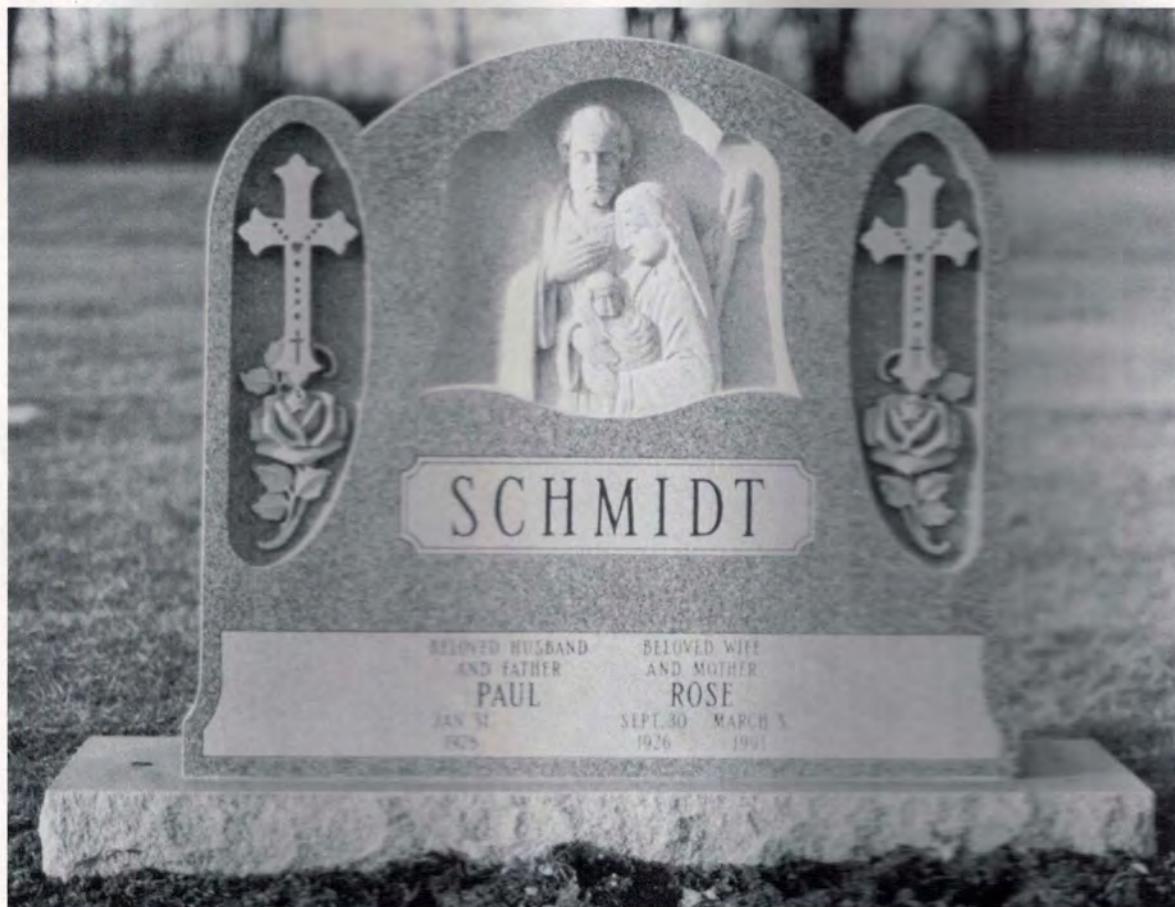
BGA member-firm **COLOMBO GRANITE COMPANY** of Barre, Vt., manufactured this unusual steeled and polished Dakota Mahogany granite monument for Manchester Memorial Company, Manchester, N.H. The 1-9 x 0-10 x 5-4 center tablet is flanked by a 1-11 x 0-8 x 4-7 left wing and a 1-4 x 0-8 x 3-5 right wing and is set on a 5-6 x 1-4 x 0-8 polished-top base with rock-pitched balance.



C.R. DAVIDSON COMPANY

Rock-pitching gives character to this monument manufactured by BGA member-firm **C. R. DAVIDSON** of South Ryegate, Vt. The 5-0 x 1-3 x 3-8 Barre Gray granite tablet features heavy rock-pitching on its front and sides, medium rock-pitching on its back, a 4-inch steeled ridge top, and a 1-inch margin throughout. The 6-0 x 2-4 x 1-4 base features axed drop washes with 1½-inch drop, 1-inch margin throughout and rock-pitched balance.

BGA Monument Designs



PEPIN GRANITE COMPANY, INC.

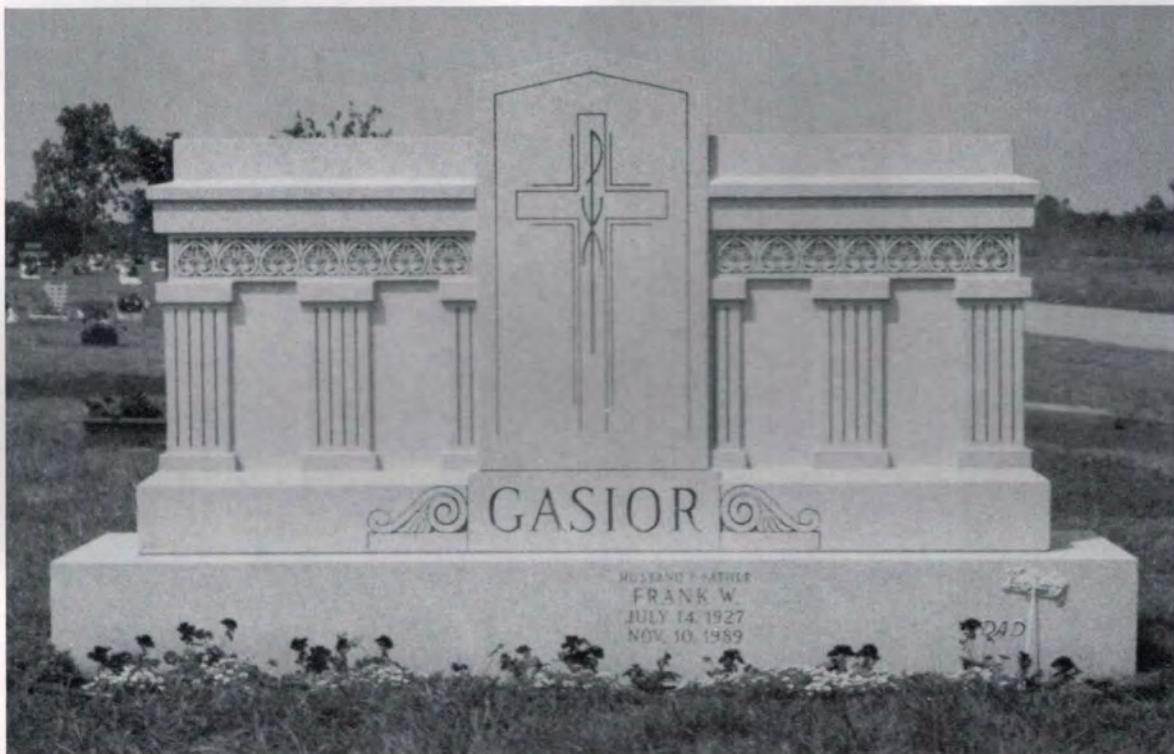
This exceptionally crafted Barre Gray granite monument was furnished by BGA member-firm **PEPIN GRANITE COMPANY, INC.** of Barre, Vt., for Quality Granite Memorials of Trenton, N.J. The hand-carved Holy Family with 2½-inch relief and rose-and-cross carvings with 1½-inch relief highlight the 3-8 x 0-8 x 3-2 tablet, which is polished front and back with balance stealed. The polished-top base, with sawn back and balance rock-pitched, measures 5-0 x 1-2 x 0-10.

BGA Monument Designs



PEERLESS GRANITE COMPANY

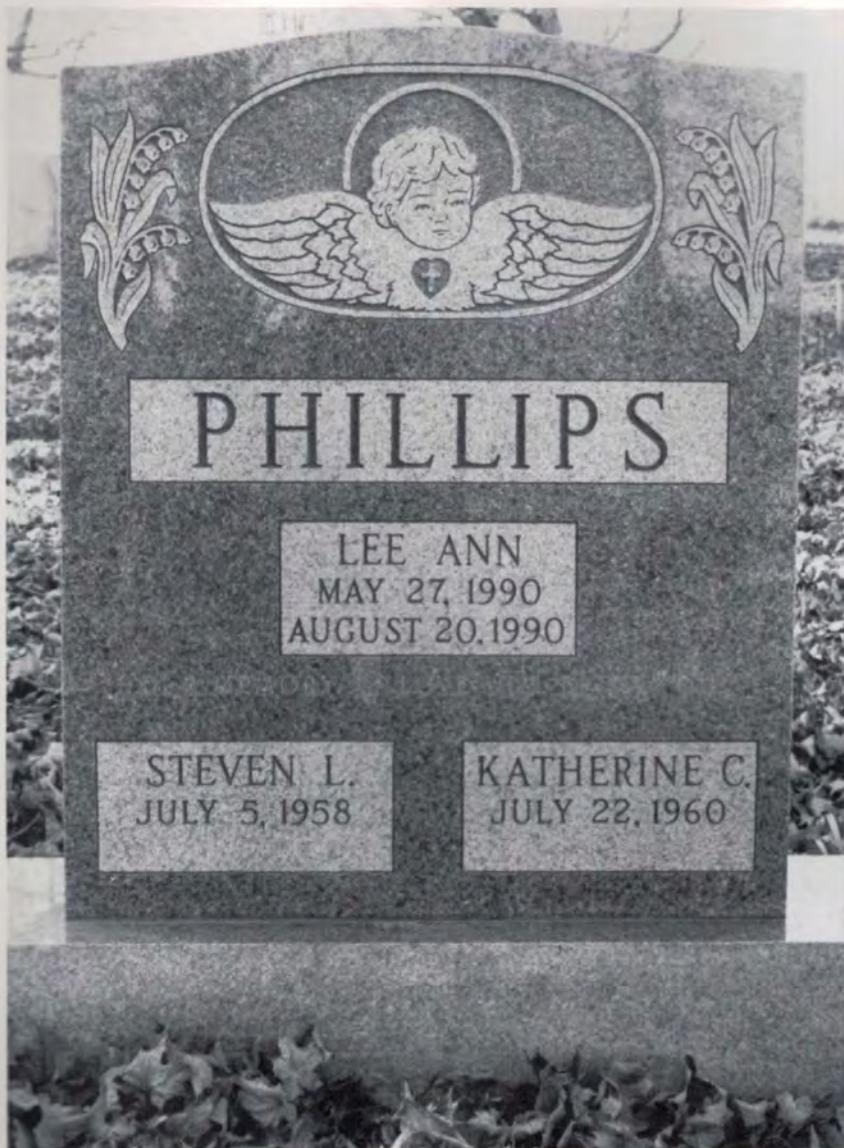
BGA member-firm **PEERLESS GRANITE COMPANY** of Barre, Vt., manufactured this beautiful 3-8 x 0-8 x 2-6 Barre Gray granite monument that combines rock-pitching with flat-carved and shape-carved ornamentation. The steepled-top base measures 4-0 x 1-2 x 0-8. Balance is rock-pitched.



BUTTURA & SONS, INC.

Attention to detail is evident throughout this all-stealed Barre Gray granite monument crafted by BGA member-firm **BUTTURA & SONS, INC.** of Barre, Vt., for Czarnik Memorials, Inc., Justice, Ill. Intricate finishing work—checks, moldings, drop washes, a sunk background, detailed sandblast-carving—abound on the 6-0 x 0-10 x 3-3 tablet, which is set on a 7-0 x 1-6 x 0-10 base.

BGA Monument Designs



COUTURE GRANITE COMPANY, INC.

Fallen leaves in this Windsor, Mass., cemetery are reflected on the front of this 2-6 x 0-8 x 3-0 all-polished colonial-style Mountain Rose granite monument crafted by BGA member-firm **COUTURE GRANITE COMPANY, INC.** of Barre, Vt. The 3-6 x 1-2 x 0-8 polished-top base has a sawn balance.

BGA Monument Designs



ROCK OF AGES CORPORATION

BGA member-firm **ROCK OF AGES CORPORATION** of Barre, Vt., manufactured this impressive all-Memocraft (a steeled finish used exclusively by **ROCK OF AGES CORPORATION**) Sealmark Blue Gray pre-need family memorial. A hand-carved figure (by BGA associate member Alcide Fantoni) and four fluted columns highlight this stunning monument whose overall measurements are nearly 10 feet wide by nearly 11 feet tall. The memorialist is Stone Vault Company, Newport, N.H.

BGA Veterans Designs



LAWSON GRANITE COMPANY

BGA member-firm **LAWSON GRANITE COMPANY** of Barre, Vt., crafted this stunning all-steeled Barre Gray granite veterans monument for I. Diller Miller Monument Company, Quarryville, Pa. The monument combines five 3-0 x 0-10 x 12-0 obelisks with sandblast-carved service emblems, two 8-0 long x 1-4 high curved benches with four supports, and a plaque with supports. The monument is located in Oxford, Pa.

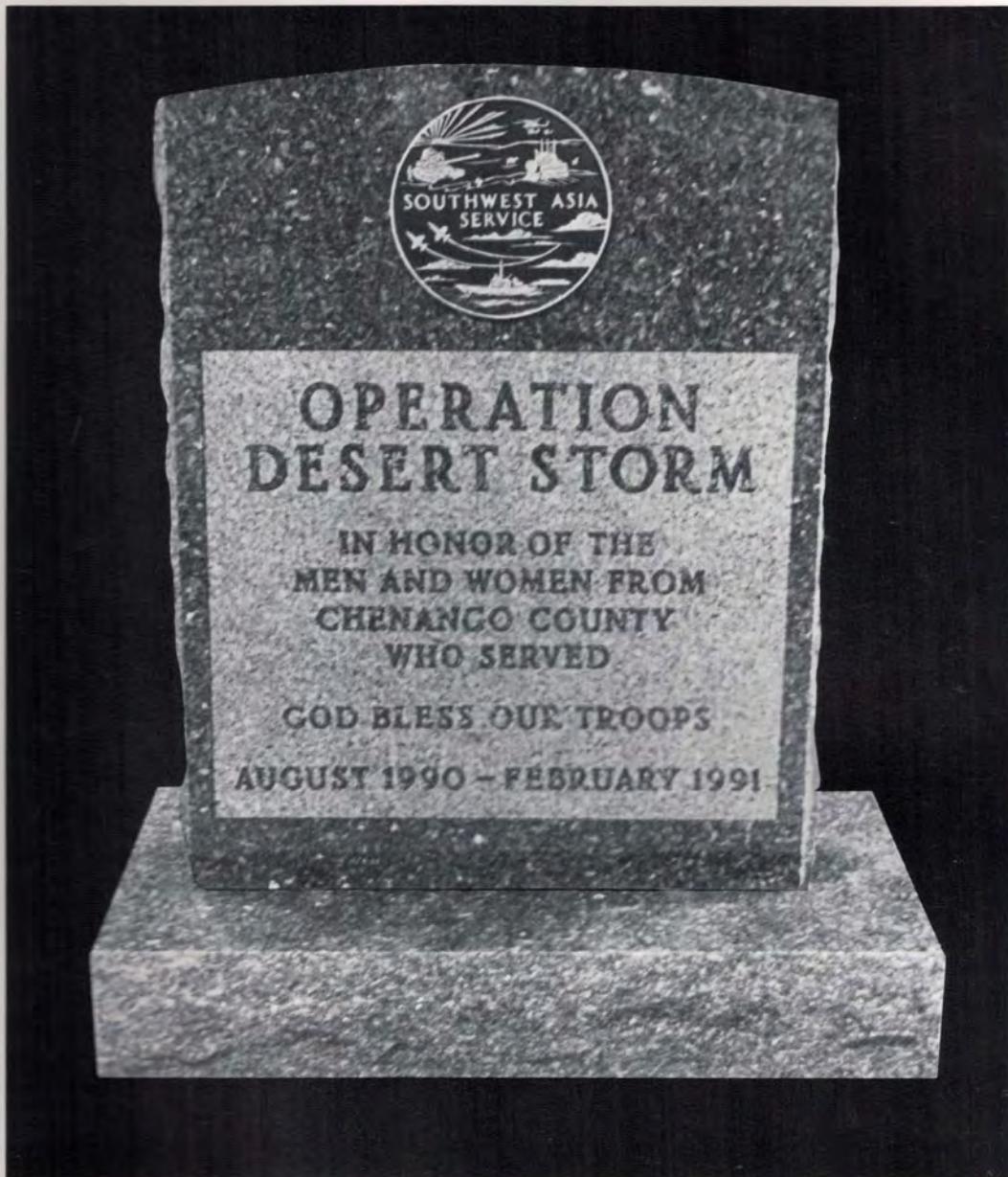
BGA Veterans Designs



MAURICE MEMORIALS, INC.

This Medium Barre Gray granite veterans memorial was designed and manufactured by BGA member-firm **MAURICE MEMORIALS, INC.** of Barre, Vt. for the East Montpelier Vermont Bicentennial. The 3-0 x 0-6 x 5-0 tablet is steeled front and back with balance rock-pitched. More than 3,800 letters are sandblasted on its front. The steeled-top base measures 4-0 x 1-0 x 0-8 with a 5-inch dusted front margin.

BGA Veterans Designs



ROULEAU GRANITE COMPANY

This 3-0 x 0-8 x 4-0 Blue Pearl granite monument manufactured by BGA member-firm **ROULEAU GRANITE COMPANY** of Barre, Vt., honors participants of Operation Desert Storm. The tablet, polished top, front and back with balance rock-pitched, features a frosted panel and a "Metro-Bronze" bronze plaque depicting the service medal of veterans of Operations Desert Shield and Desert Storm. The tablet is set on a 4-0 x 2-0 x 0-8 polished-top base with rock-pitched balance.

BGA Veterans Designs



MONTPELIER GRANITE WORKS

BGA member-firm **MONTPELIER GRANITE WORKS** of Montpelier, Vt., crafted this impressive 6-6 x 1-0 x 3-0 North American Pink granite slant monument that features a shape-carved eagle on its stealed front. Balance is rock-pitched. The memorialist is K.G. Keena Memorials of East Hartford, Conn. The Town of East Hartford Patriotic Commission erected this monument, which lists the names of East Hartford veterans killed during World War II, as a companion piece to the town's original (and recently refurbished) World War II memorial.

Barre Granite Association Welcomes Angie Lewis



Callers and visitors to the BGA office will be greeted by a new secretary/receptionist, Angela "Angie" Lewis.

Angie, who attended Champlain College in Burlington, Vt., and earned a Certificate in Business Management and Office Occupations from Randolph (Vt.) Area Vocational Center, joined the BGA in December. She is no stranger to the death-care industry; she has, on occasion, assisted her father in his direct cremation service.

Her responsibilities at the BGA include, filling orders for brochures and videos, maintaining the Barre Life mailing list and general secretarial work.

"I enjoy working here at the BGA because the work is challenging and the people are great to work with."

In her spare time she enjoys softball, league bowling and basketball (as a Randolph Union High School student, she played forward and center for the 1988 Division II Vermont State Champions, the "Galloping Ghosts"). □

Granite Industries of Vermont Welcomes Tina LaPan

The new voice on the phone at BGA member-firm **Granite Industries of Vermont** of Barre, Vt., has a familiar ring to it. And it should. For nearly five years, Tina LaPan was secretary/receptionist at the BGA.

This past November, Tina joined the **GIV** team as a customer service representative. "It's a whole different aspect of the granite industry," Tina says from behind a desk heaped with orders waiting to be processed. In addition to answering the phone, she is responsible for order processing and invoicing, and keeping track of full-sizes. She even took her first order over the phone recently. "You might say I'm increasing my knowledge of the granite industry," she says with a characteristic laugh.

Tina, a graduate of the legal secretary program at Champlain College in Burlington, Vt., has lived in the Barre area all her life and is the third generation to work in the industry. □

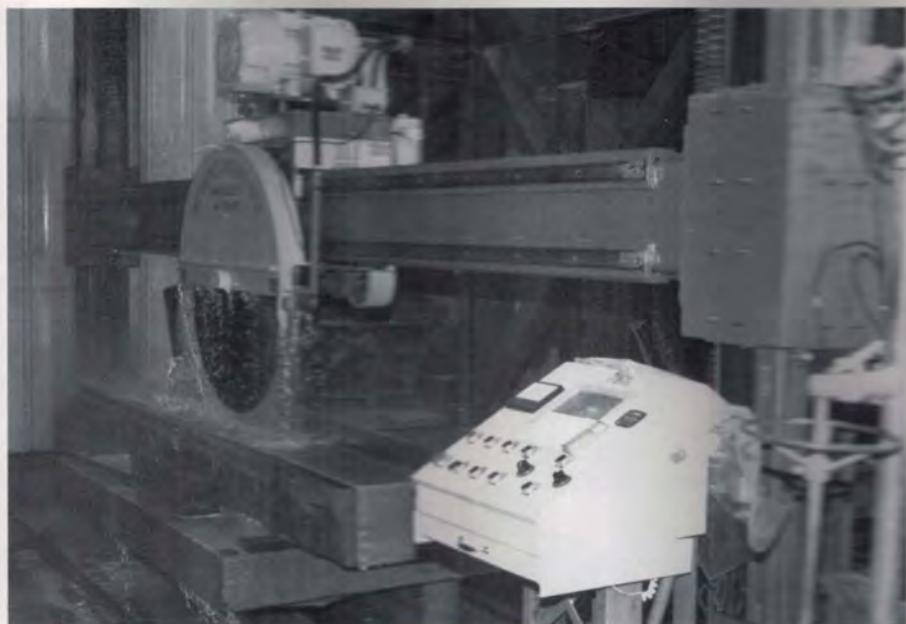


Anderson-Friberg Company Always On The Cutting Edge

Things are abuzz at BGA member-firm **Anderson-Friberg Company**—a new 42-inch, single-blade, diamond-tipped block saw has been added to the production line at the Barre, Vt., granite manufacturer.

This gantry-style saw, one of three saws on line at **Anderson-Friberg Company**, is used for cutting joints and for specialty work. It replaces an older saw that had similar functions.

The computer-driven saw—capable of sawing a granite block measuring 17-inches deep by 14-feet long—was built especially for **Anderson-Friberg Company** by BGA associate member-firm **Ducharme's Machine Shop** of Graniteville, Vt. □



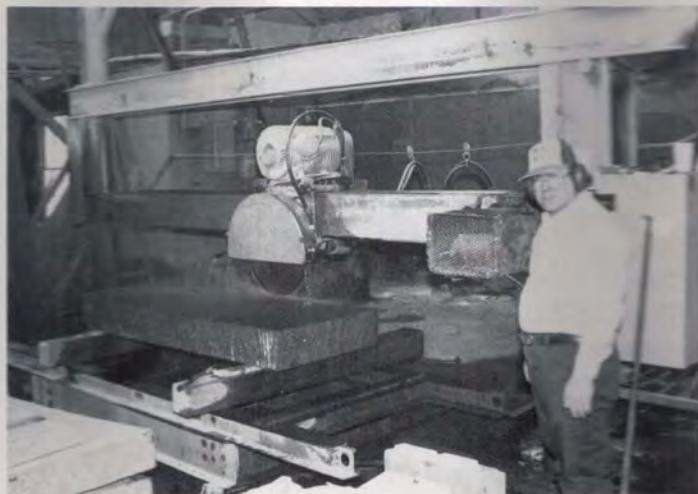
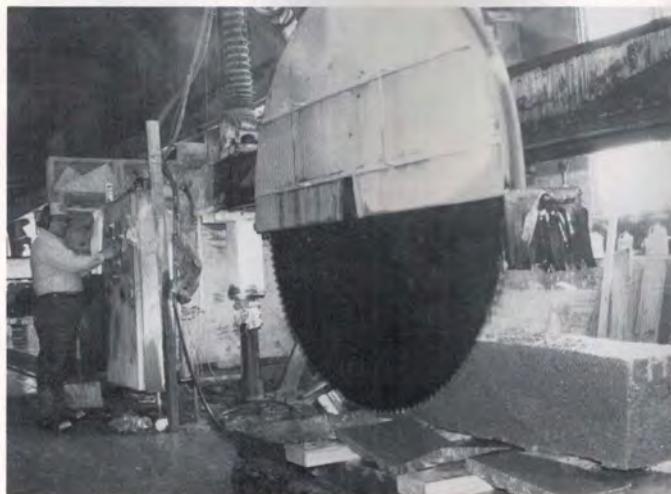
Couture Granite Company, Inc. Maintains A Sharp Image

This past summer, BGA member-firm **Couture Granite Company, Inc.** added one new saw and converted another at its Barre, Vt., manufacturing plant.

The firm's new 7-6 single-blade, diamond-tipped block saw is capable of sawing a granite block measuring 2-foot x 12-foot and weighing up to 8 tons. An older wire saw was converted into 2-0 diamond saw used for cutting joints

and margins. Both saws are computer driven.

According to Roger Couture, President of the BGA member-firm, the new saws are part of his firm's continuous upgrading and streamlining of operations at both the plant and business office. **Couture Granite Company** also installed a new computer system for its business office recently. □



Cetrangolo Finishing Works Gets A Lift

In keeping with their philosophy of doing what they do well and efficiently for the benefit of their customers and themselves, BGA member-firm **Cetrangolo Finishing Works** installed a new 35-ton capacity crane recently at its Northfield, Vt., manufacturing plant to service its two recently installed 11-6 diameter diamond saws and to provide the link to the firm's 8-headed line polisher.

The versatile new crane, which incorporates an auxiliary 7½-ton hoist for small loads, supplements an existing 20-ton crane and nearly doubles the firm's stone-lifting capabilities. □

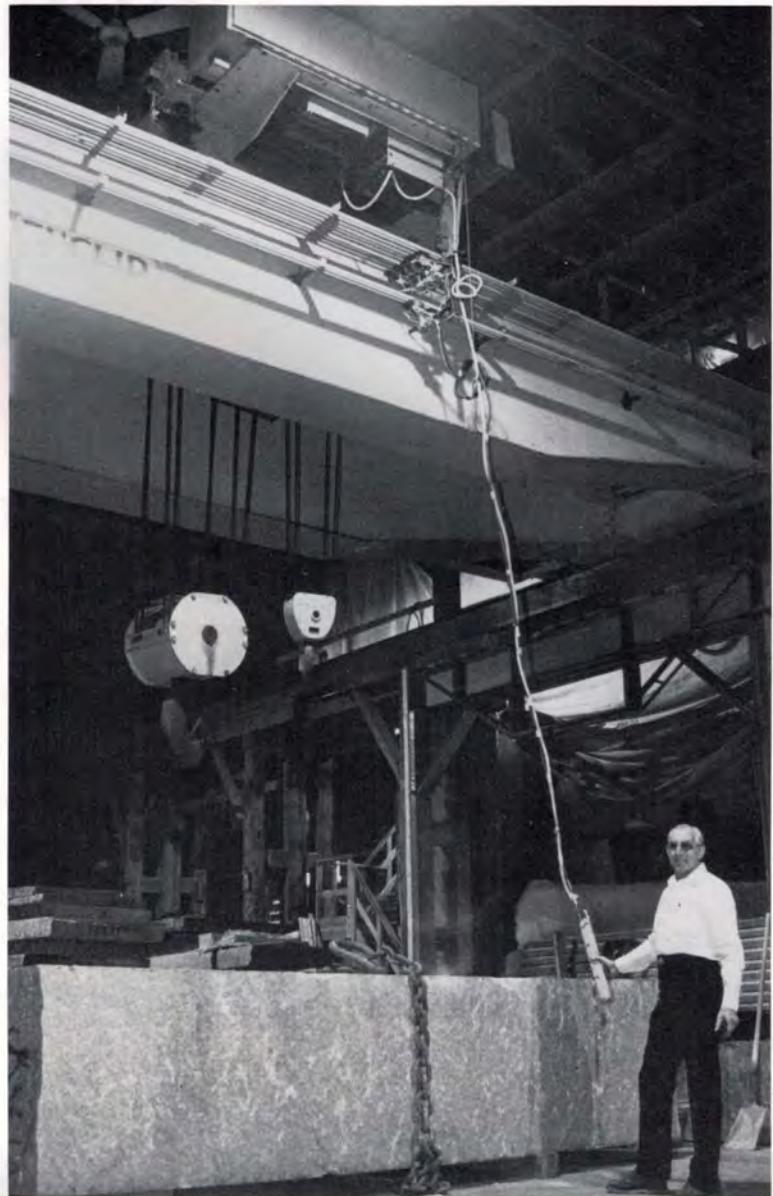
Jerry Cetrangolo demonstrates the unusual smoothness of the direct-current electrical system he engineered and installed.

Lawson Granite Co. Additional Capabilities

The recently completed 10,000 square-foot addition at the Wilson Industrial Park manufacturing plant of **Lawson Granite Company** means increased storage and shipping capabilities for the BGA member-firm.

"This addition gives us more room to warehouse our finished standard-size products and to keep a better inventory of unfinished slabs, which gives us a better mix to support different orders," says Mark Gherardi, Vice President and Treasurer.

The addition also features a sunken back-in loading dock (to reduce the handling of stone) and enough space for the addition of supplemental machinery and a new machine shop, Gherardi says. □



The 50,000 square-foot Lawson Granite Company plant was built in 1987. Since that time it has doubled in size through additions. Construction for this addition began in early December.



Pepin Granite Company in 1992



Cyrias



Raymond



Scott

Pepin Granite Company 30 Years and Three Generations Later ...

It was 30 years ago that Raymond Pepin purchased Pepin Granite Company from his father, Cyrias Pepin, from whom Raymond learned stencil cutting, sandblasting and other production processes.

Cyrias—a finisher and a letter cutter, and foreman for one of Barre's biggest companies—established the company in 1954 in what was then a livery stable for horses delivering coal. Back then, Raymond recounts, it was a two-man operation. Cyrias and a co-worker did everything.

Today, the BGA member-firm employs 10 people (including Raymond's son, Scott, who serves as plant foreman) and has built a reputation throughout the industry for fine slant

work—**Pepin's** specialty—and, in recent years, for its line of large monuments.

Steady growth has been the blueprint for success at **Pepin Granite Company**. Each year, Pepin has installed major new machinery or upgraded its plant. In 1989, in order to better accommodate its shipping requirements, **Pepin Granite Company** added a 2,600-square foot warehouse to its manufacturing plant.

Reflecting on his father, Raymond says, "I had a very good teacher. My dad was an outstanding problem-solver, and he believed that quality work pays off. We believe that today. From a grass marker to a mausoleum." □

Adams Granite Company Monumental Milestone

The first finished monument manufactured at **Adams Granite Company's** new facility, located at the Wilson Industrial Park in Barre Town, Vt., rolled off the production line recently and was shipped west to Justy Monument Company, Auburn, N.Y.

Adams Granite Company President Kerry Zorzi (right), says he has also made good a promise to Justy Monument Company owner Henry Giusti that his would be the first finished monument.

The new 13,600 square-foot **Adams Granite Company** plant was completed in February; construction began last July. The new facility will be highlighted in an upcoming issue of *Barre Life*. □



IN MEMORIAM

Gordon E. "Jack" Akley 1921 - 1992

Gordon E. "Jack" Akley, former President of BGA associate member-firm Trow & Holden Co., died in his sleep Jan. 24, 1992. He was 71 years old.

Akley was the General Manager of Trow & Holden Co. from 1945 until 1970 when he bought the company from his brother-in-law, Max Holden. He served as Company President until 1984 when he sold Trow & Holden to his son, Norman. He had remained active in an advisory capacity since that time.

During his tenure at the company, Akley oversaw numerous advancements in stonemasonry tool technology such as the application of new styles and grades of carbide and the improvement of pneumatic carving tool design and performance. He was a Board Member and Secretary of the Granite Mutual Insurance Co., and an active Rotarian with 42 years of perfect attendance. He was a decorated veteran of WWII and was awarded the Silver Star for valor and the Air Medal and Distinguished Flying Cross. He maintained his interest in flying and owned and piloted his own aircraft for many years. Akley is survived by his wife, Nora, three children and seven grandchildren. □



Romeo A. Houle 1926 - 1991

Romeo A. Houle, 64, of Birchwood Road, died Dec. 5, 1991, in Central Vermont Hospital in Berlin.

Born in Barre Dec. 13, 1926, he was the son of Rene and Lucy (Casrain) Houle. He attended school in Barre.

He served in the Army from 1955 to 1957.

He and Margaret Emmon were married Feb. 22, 1955, in St. Augustine's Church in Montpelier.

He worked in the granite industry, and after his discharge from the Army, owned and operated Houle-Giudici Bros. with his brothers.

He was an avid motorcyclist.

He was a member of St. Monica Church, Montpelier Elks Club No. 924 and the Barre Granite Association.

Survivors include his wife; one son, Jay T. Houle of Orange; three daughters, Dawn M. Houle of East Montpelier, Andrea D. Erno of Roxbury and Rebecca A. Houle of Berlin; three brothers, Charles (Gene) Houle, Lucien Houle and Roger Houle, all of Barre; two sisters, Germaine Ferry and Simone Perreault, both of Alabama; five grandchildren; and several nieces and nephews. □





The Future Is Yesterday And Today (Part II)

by Donald G. Ward

An article in the Manchester, New Hampshire, *Union Leader* revealed the negative thinking of people who are unfamiliar with the real values of cemeteries. Pease Air Force Base in Portsmouth, N.H., is abandoned from military airplanes, and much of its acreage is proposed to become an 1,100-acre wildlife refuge. A veterans cemetery has also been proposed to use 100 acres of the land, but the National Fish and Wildlife Service representative quoted in this article said the two uses are not compatible and that the cemetery would create "management problems," whatever that means.

A project I was associated with several years ago faced the same negative attitudes because the community spokespersons said a new cemetery would evict nature, upset the local ecology, and cause a sterile environment for wildlife. In their ignorance they sought the support of an elite state-sponsored environmental team. After several months of study, the team, known as "the King's Mark," returned the verdict: *Wildlife absolutely thrived in cemeteries.*

Opponents of the project were deflated. But it's this sort of attack on the usefulness and desirability of a cemetery in the community that makes us want to see into the future

and know what others are planning to do to cemeteries. As a sideline participant in this industry I have seen many attempts to derail new cemetery developments, but I could never predict what the opposing action would be. The reason for this: The opponents grasp at any straw of controversy without a base of knowledge for the true qualities of what they condemn. And others listen to them, following like sheep.

The cemetery industry doesn't need a crystal ball to see its future. It needs, instead, some means of anticipating and countering the arguments of those who would abandon cemeteries as an institution. And it needs to be able to anticipate social changes and actions that threaten to destabilize the historical performance of cemeteries. For example, who could have foreseen how wetland legislation would emerge to limit the future use of existing cemetery lands, not so much in respect to the *real* wetland that may exist but more so in relation to the surrounding lands that the "regulators" refer to as "setback land." In reality, if you owned an acre of wetland the "regulators" could preempt as much as two acres of adjoining and perfectly usable *non-wetland* in the name of "wetland setback." So, if there is a danger for cemeteries in not being able to see the future, it comes from not being able to see the results of previous political or social action or to stop that action at its time of inception.



There is another ongoing problem that is a result of adverse social attitude toward *any use* of land for cemeteries.

Few communities feel friendly about having *new* cemeteries created in their political boundaries, and it shows in their pursuit of discriminating zoning laws. Cemeteries are nearly always recognized as a special-exception land use that must stand the review of *multiple* public hearings and the most prejudiced and unknowledgeable opponents in a community. The opponents, as well as the community-at-large, are generally ignorant of the real values and workings that are inherent to cemeteries: their "green space" value, the effective runoff retention (only 15 percent hard surface compared to 50 percent or more elsewhere), their pollution-free character and especially their acoustical and visual values. Only park reservations and cemeteries share these same fundamental values, but parks are rapidly losing their quietude and openness as hordes of people, domestic animals and vehicles flood them daily. Cemeteries can retain their values if they are managed properly, and they may become our only future refuge from noise, glare and obnoxious odors. Existence for cemeteries in the future certainly isn't getting any easier, but if cemeteries retain their irreplaceable qualities as peaceful, clean reservations of natural qualities, they may be respected quite differently by future generations as an extremely important land use. I envision that public attitude only in the distant future when

people have experienced and tired of the more depreciating land uses.

Cemeteries have a history of establishing themselves on the fringes of population centers, and in that relationship, the path of other development has usually been toward cemeteries. Those cemeteries with vision, notably Spring Grove in Cincinnati with nearly 800 acres, have acquired substantial land holdings. Perhaps some of it is for future resale, but mostly it is for their own future expansion. They have envisioned the oncoming development and have prepared for it with significant reserves. Other cemetery initiatives, without that same vision for the future, bought land for a singular, limited need, religious or sectarian, and didn't dream of their ongoing need for land, their ultimate extensiveness, or even the changing services of their charter. Good advice for new cemeteries, then and still now, would be to over-buy on land and by any means secure more reserves than is ever thought necessary. We know all too well now the value and finiteness of land. Those that have a lot of it are secure while those with very little must learn how to use it, conserve it and wring the greatest longevity from it.

Once the land is totally depleted, there is only maintenance left—if it's even affordable then to do it. □

(Donald G. Ward is the president of Grever & Ward, Inc., Orchard Park, N.Y. Grever & Ward is a nationally recognized cemetery landscape architectural firm.)

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