

A black and white photograph of a granite statue of Christopher Columbus. The statue is standing on a tiered pedestal. The figure is dressed in a long, heavy coat with a cross on the chest and a skirt. The background is a light, overcast sky with some bare tree branches visible in the lower right.

BARRE

LIFE

Winter 1992

published by the Barre Granite
Association, Barre, Vermont

CRISTOFORO
COLOMBO

Opportunities

Perhaps one of the finest opportunities in recent years for retail monument sales was uncovered recently by a nationwide consumer survey sponsored by various elements of the death-care industry.

Earlier this year, the Funeral And Memorial Information Council (FAMIC), created by several segments of the death-care industry, including MBNA, the National Funeral Directors Association and the American Cemetery Association, hired the Wirthin Group, a nationally known public opinion research organization, to find out what the American public thinks about the death-care industry.

For the monument retail memorialists, their findings were rather startling.

The Wirthin Group found:

1) 35% of the people who have *never* made funeral arrangements had *no idea* of where to purchase a monument.

2) 31% of the people who have *never* made funeral arrangements purchased their monument from a funeral home or cemetery.

3) 27% of the people who *have* made funeral arrangements purchased their monument from a funeral home or cemetery.

There are some people who might look at these statistics and be alarmed, and there are other people who might believe the statistics represent sales opportunities. For instance, take the 35% who have no idea of where to purchase a monument.

This is an opportunity to promote your business in your market, to gain visibility as THE business to visit for all memorialization needs. There are many ways to promote your business in your marketplace, and the BGA can help you do it.

The BGA has just produced its new Barre Guild Business Improvement Kit. You saw it advertised in the last issue of *Barre Life* magazine. It has also been shown at the Northwest, Wisconsin and Kentucky retail memorialist conventions, and it has been an instant success.

Its five brochures are guides to follow for the success of any retail memorialist.

Promoting Your Business tells you how to maintain a competitive business edge and assure yourself of a good future through: a) Image; b) Education; c) Service; and d) Diversification.

Taking Monumental Photographs tells you what you need to know to help you take quality photographs. You will learn about: a) Equipment; b) Reflections; c) Lighting; and d) Composition.

Succeeding With The Press tells you what an editor expects in: a) News; b) Interviewing; c) Writing; and d) Photographs.

Delivering Effective Speeches tells you about: a) Subject Matter; b) Outlines; c) Jitters; and d) Audiences.

Selling Monuments At Retail is a brief, simplified and highly effective brochure covering: a) Price; b) Pre-need; c) Prospecting; and d) Buying Motives.

The Barre Guild BIK is just what many retail memorialists need to obtain more of their market share. Aggressive marketing, promotion and sales are the keys to a successful monument retail business, and the BGA can help you.



Norman James
Executive Vice President



BARRE
GUILD

BARRE LIFE

Winter 1992

published by the Barre Granite Association, Barre, Vermont

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ABOUT OUR COVER

From Barcelona to Barre: 1992 is the year of Columbus. This 6'-4" Barre Gray granite statue of Christopher Columbus stands atop a memorial located in a park adjacent to the Italian Tribune News in Newark, N.J. It was crafted by BGA member-firm Buttura & Sons, Inc., of Barre, Vt. Giuliano Cecchinelli is the sculptor.

“The Road to 2000” — Decisions for the 21st Century



In the past decade we have seen sweeping changes in the sales and marketing of death-care products. In less than eight years, we will be marketing and selling death-care products in the 21st Century. What will be the memorialization products of the 21st Century? What will be the dynamics of marketing and selling in the 21st Century?

The Wirthin Report says that 35% of all people who have never made funeral arrangements do not know where to turn to purchase a monument. How will you be able to sell your product to that market? Experts say the national cremation rate will exceed 25% in the next eight years. How will you be able to sell your product to that market?

“The Road To 2000” begins in Barre, Vt., on Saturday, August 1, 1992. Mark your calendar today. The member-firms of the Barre Granite Association are planning a major extravaganza that will include authoritative presentations about sales and marketing in the 21st Century. One of the largest monument displays ever to be held in Barre is also in the planning stages.

The BGA will send out special mailings as plans become more defined. However, plan now to be in Barre, Vt., Saturday, August 1, through Tuesday, August 4, 1992! □

1991 — The Year of Educational Opportunities

In 1991, the member-firms of the BGA established the **Barre Granite Association Education Workshop Series**, which was created to provide a broad range of educational opportunities to retail memorialists at their state or regional convention. This program, whereby the BGA sponsors selected speakers, proved to be a wise investment; for we discovered that while the backgrounds of featured speakers varied, as did their topics, all the presentations shared and fulfilled a common goal: to help you sell more granite monuments. Distinguished speakers sponsored by the BGA during 1991 were:



Mike Moore

Mike Moore, a well-known sales instructor and the owner of Virginia Monument Company, Marion, Ohio, presented a **sales workshop** during the June 23-25 meeting of the Monument Builders of Pennsylvania in Clark, Pennsylvania, and the December 6-7 meeting of the Great Lakes Bi-State Monument Builders in Indianapolis, Indiana.



Dr. Bob Spitzer

Dr. Bob Spitzer, Past President of the Milwaukee School of Engineering, presented “**Today’s Needs and Opportunities For Leadership**” during the October 18-20 meeting of the Wisconsin Association of Monument Builders in Lake Geneva, Wisconsin.



Donald Ward

Donald Ward, President of Grever & Ward, Inc., Buffalo, N.Y. (whose article appears on page 4), spoke on **the benefits of effective cemetery planning** during the July 28-30 sales/management seminar conducted by the Monument Industry Education Foundation in Milwaukee, Wisconsin.



Mike Johns

Mike Johns of the Johns-Carabelli Company, South Euclid, Ohio, spoke on **marketing monuments at the retail level** during the October 24-27 meeting of the Kentucky Association of Memorial Dealers in Lexington, Kentucky.



A. C. Joyner

A. C. Joyner of Joyner’s Memorial, Inc., Wilson, N.C., presented “**Pricing For Profit**” during the September 15-17 meeting of the Monument Builders of Iowa/Northwest Monument Builders/Monument Builders of Nebraska in West Des Moines, Iowa.



Bill Faehnle

Bill Faehnle, Lynne Kuhns, John Faehnle of Maumee Valley Memorials, Waterville, Ohio, presented “**The Sale: A Comprehensive, Hi-Tech, State-Of-The Art Technique To Beg, Borrow Or Steal A Sale**” during the December 6-7 meeting of Illinois Monument Association in Springfield, Ill. □

The Barre Advantage: Part 3

Barre Guild Designs

Wizard of ID

parker and hart



By permission of Johnny Hart and NAS, Inc.

(NOTE: This is the third in a series of articles describing the advantages of buying all of your finished granite monuments and granite products from Barre manufacturers.)

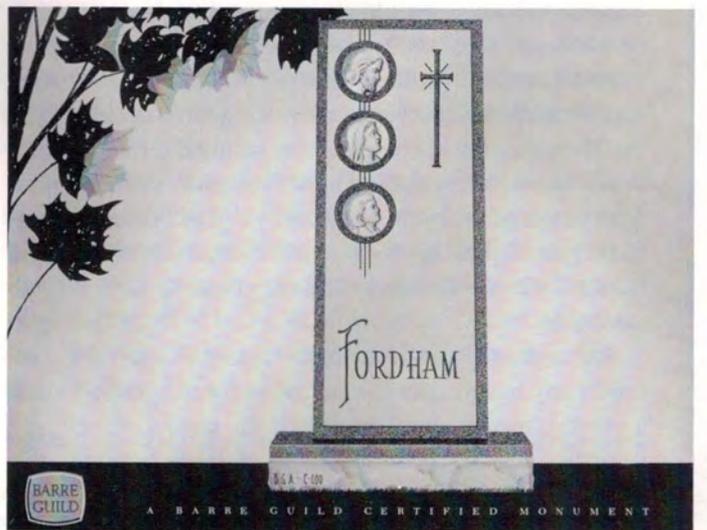
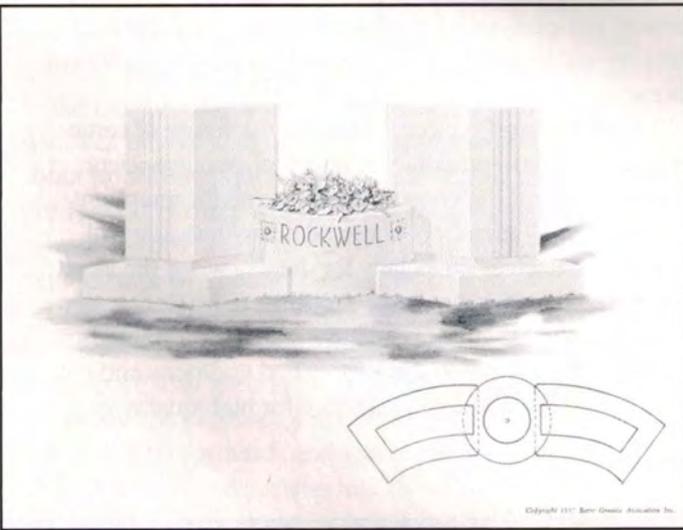
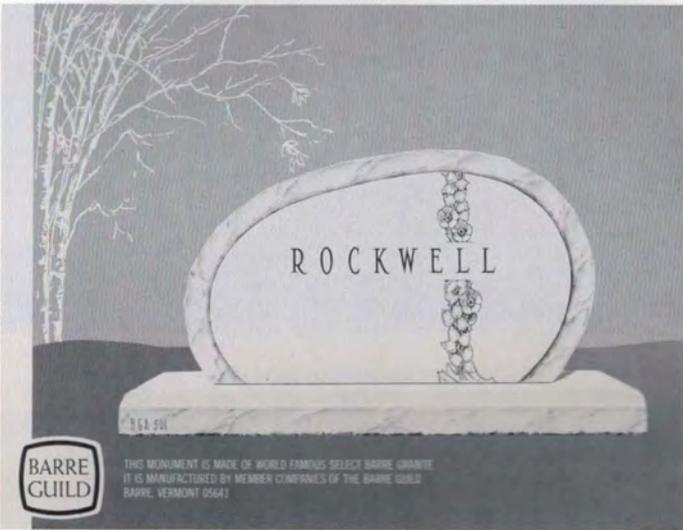
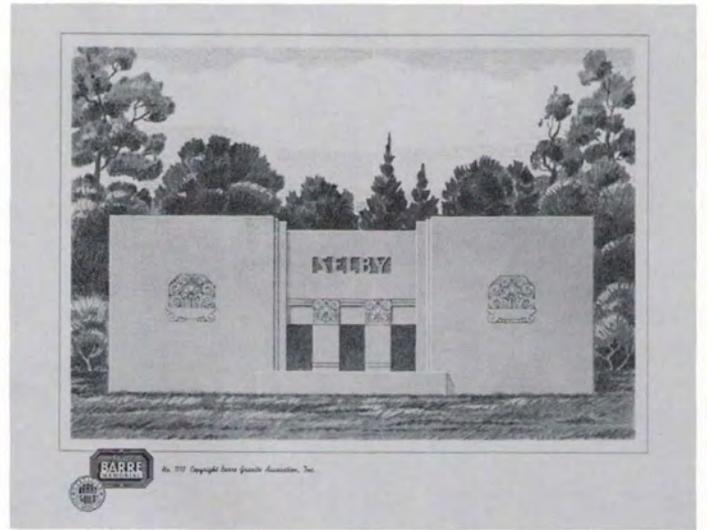
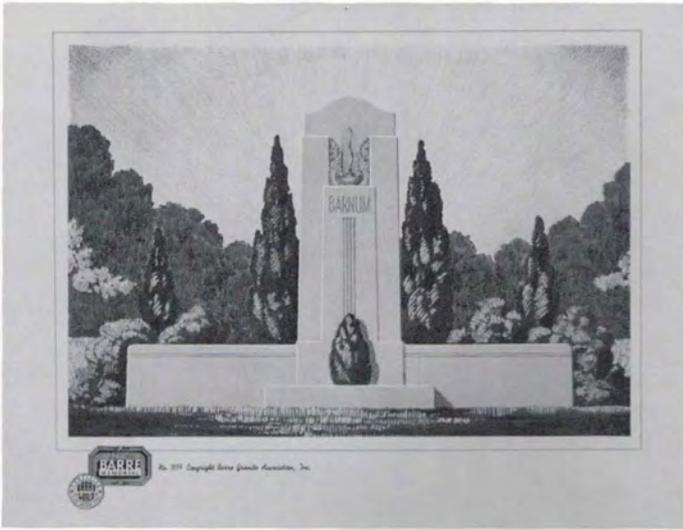
"Awesome" may have joined the ranks of American slang in recent years, but its original meaning is a fitting description of **Barre Guild Designs**: inspiring veneration and wonder.

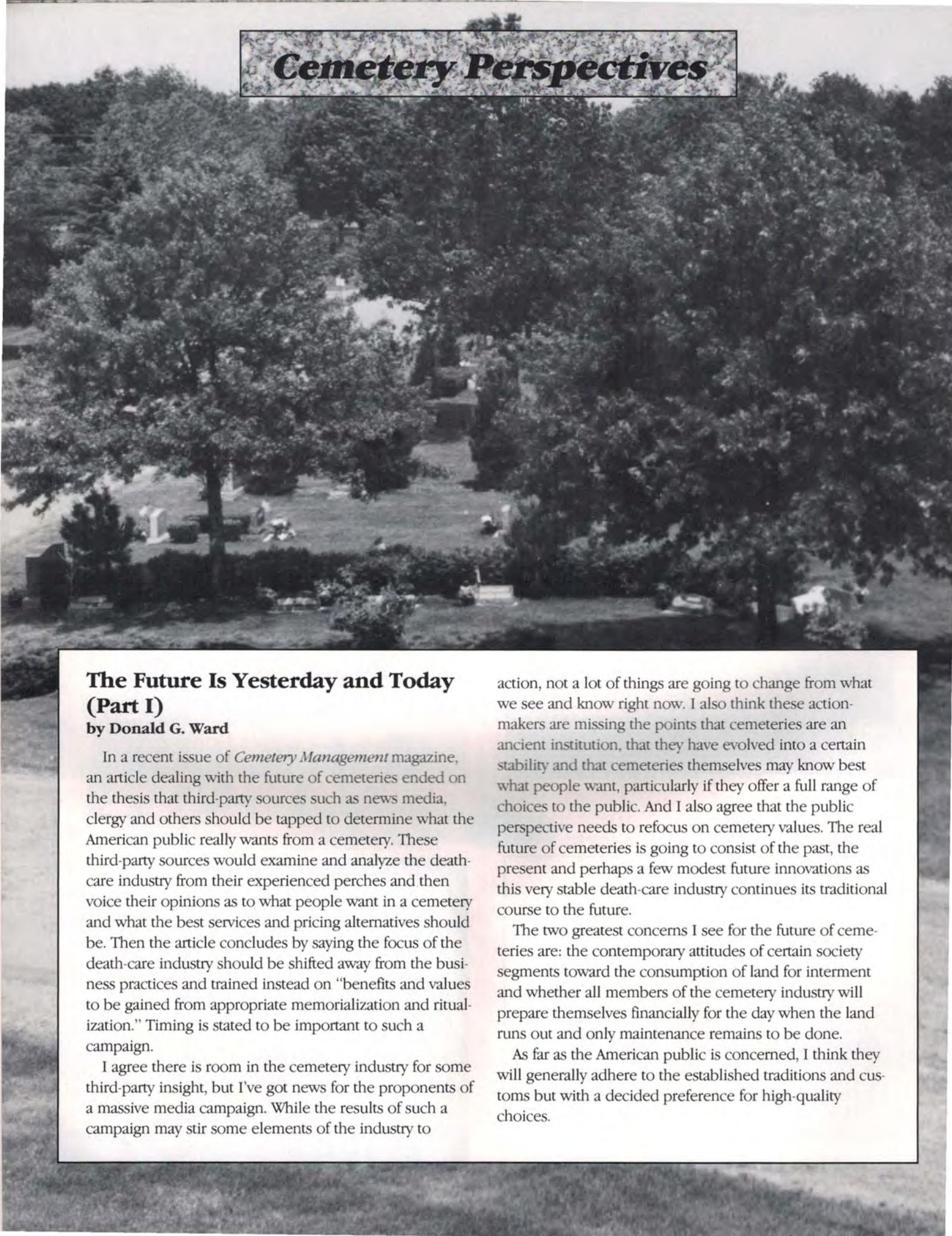
For more than 100 years, member-firms of the Barre Granite Association have generated thousands upon

thousands of monument designs. And over the years, many of these classic **Barre Guild Designs** have been collected, a sample of which appears on the opposite page.

Any of the monuments pictured can be custom crafted for you by member-firms of the Barre Granite Association. Naturally, special designs may be created to produce memorials of a more personal nature as well. □







Cemetery Perspectives

The Future Is Yesterday and Today (Part I)

by Donald G. Ward

In a recent issue of *Cemetery Management* magazine, an article dealing with the future of cemeteries ended on the thesis that third-party sources such as news media, clergy and others should be tapped to determine what the American public really wants from a cemetery. These third-party sources would examine and analyze the death-care industry from their experienced perches and then voice their opinions as to what people want in a cemetery and what the best services and pricing alternatives should be. Then the article concludes by saying the focus of the death-care industry should be shifted away from the business practices and trained instead on "benefits and values to be gained from appropriate memorialization and ritualization." Timing is stated to be important to such a campaign.

I agree there is room in the cemetery industry for some third-party insight, but I've got news for the proponents of a massive media campaign. While the results of such a campaign may stir some elements of the industry to

action, not a lot of things are going to change from what we see and know right now. I also think these action-makers are missing the points that cemeteries are an ancient institution, that they have evolved into a certain stability and that cemeteries themselves may know best what people want, particularly if they offer a full range of choices to the public. And I also agree that the public perspective needs to refocus on cemetery values. The real future of cemeteries is going to consist of the past, the present and perhaps a few modest future innovations as this very stable death-care industry continues its traditional course to the future.

The two greatest concerns I see for the future of cemeteries are: the contemporary attitudes of certain society segments toward the consumption of land for interment and whether all members of the cemetery industry will prepare themselves financially for the day when the land runs out and only maintenance remains to be done.

As far as the American public is concerned, I think they will generally adhere to the established traditions and customs but with a decided preference for high-quality choices.



The same article made two other significant statements. First, more than half (53%) of all Americans over the age of 30 already own a grave site. That tells us that a majority of the public is preparing itself for the future. Second, most people do not want any basic changes in cemeteries, but they do want a change in cemetery appearance. This has been a known attitude to me for a long time. People are deeply interested in attractive, enduring landscapes.

It's significant in this time of recession that garden centers and nurseries everywhere are bursting at the seams with business, while a lot of other commerce is depressed. In the last three decades, Americans have been made conscious of quality environment. This behavior says a lot about priorities and what people are willing to pay for. And this is another place where I think the long-term future of cemeteries lies; that is in the deliberate improvement and maintenance of a quality landscape.

Cemeteries will forever represent a substantial part of our American urban green space. Even now, from an aerial perspective they are conspicuous and outstanding on the city landscape because of the greenness they provide along with parks, playgrounds and golf courses. In the urban field of roofs, streets and parking lots, these green spaces

stand out as oases, and consequently they are more worthy in the estimation of the public. But golf courses and parks have been known to disappear in the path of progress. Only rarely are cemeteries bothered or encroached, and for this reason they generally have a distinct and unique social value as untouchables.

Even better, if they are managed well financially, cemeteries will be unique in the fact that their green space will perpetuate at no annual community cost. I can never forget the important role that Oakwood Cemetery in Syracuse, N.Y., played in the educational curriculum of the adjacent College of Forestry. Oakwood was the outdoor laboratory for the College.

The important message here is that cemeteries will be with us forever not only as a means to serve the needs of death, bereavement and memorialization, but also to bequeath softness to the landscape and a certain refuge to mankind. Instead of being denounced as a waste of space, cemeteries need to be praised for their contribution to a healthy society. □

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

BGA Veterans Designs



NORTH BARRE GRANITE COMPANY

BGA member-firm **NORTH BARRE GRANITE COMPANY** of Barre, Vt., crafted the nation's newest national monument: the Armored Forces Monument, dedicated on Veteran's Day 1991, adjacent to the entrance to Arlington National Cemetery. The monument honors all U.S. Army and Marine Corps veterans who served in armored ground combat during World Wars I & II, Korea, Vietnam and Operation Desert Shield/Storm. The oval shaped monument is 40-feet long and 30-feet deep with a 3-foot beveled wall of Barre Gray granite. The 8-foot tall by 10-foot wide (right inset) black granite centerpiece chronicles the evolution of the U.S. Armored Forces.

(Left inset) Designer Harold Schaller (right) of Peacock Memorials, Valhalla, N.Y., reviews a section of the monument with Executive Chairman and Fund-Raising Chairman Col. "Duke" Wolf (center) and Timmy Hedding, Stencil Cutter at **NORTH BARRE GRANITE COMPANY.**

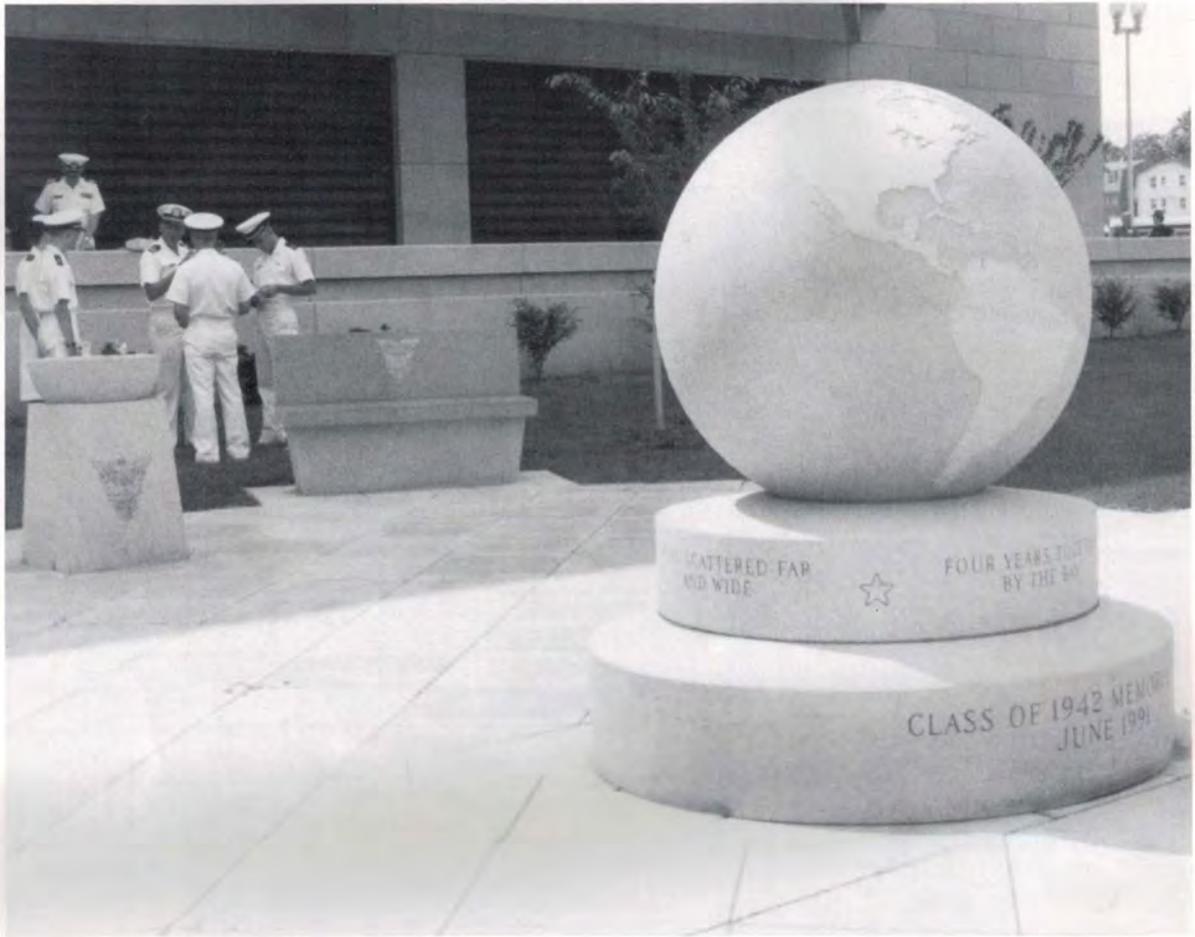


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PEERLESS GRANITE COMPANY

New York City's Battery Park is home to "The Universal Soldier," the unique 20-foot tall veterans monument crafted by BGA member-firm **PEERLESS GRANITE COMPANY** of Barre, Vt. Contracted by A. Ottavino Corp. of Ozone Park, N.Y., from a design by MacAdams, the tapered 8-5 x 3-9 x 15-0 polished Gem Mist granite tablet is highlighted by a stainless steel-lined cutout of a foot soldier. The 8-11 x 4-5 x 2-3 top base and 9-3 x 4-9 x 2-4 middle base feature mosaic flags of countries involved in the conflict. The monument is set on a 10-6 x 6-0 x 1-0 base, which is surrounded by Barre Gray granite pavers.

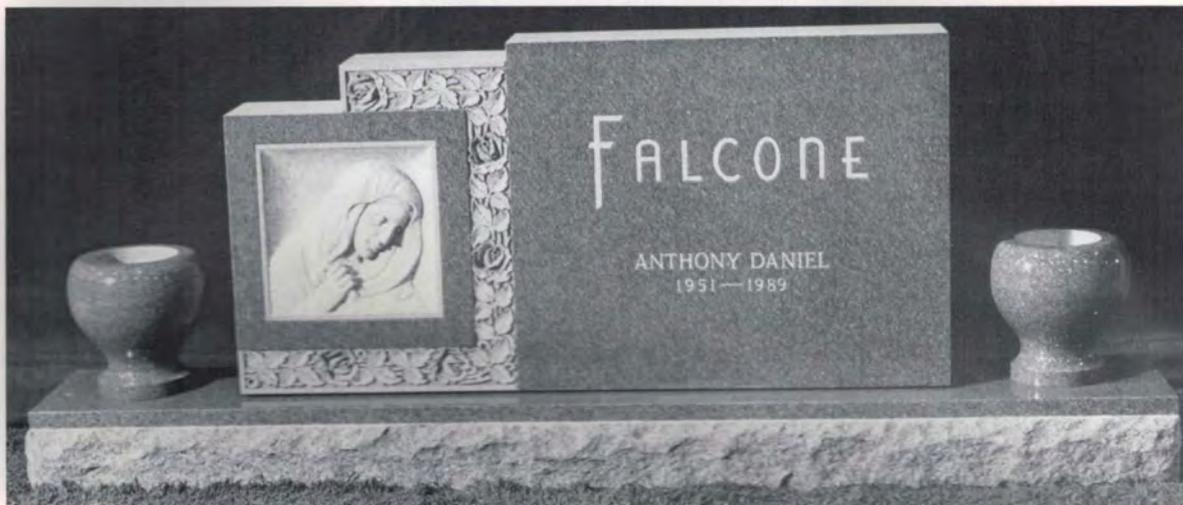
BGA Veterans Designs



ROCK OF AGES CORPORATION

Members of the U.S. Naval Academy Class of 1942 celebrated their 50th anniversary in June with the dedication of the Class of 1942 Memorial Park in front of a new field house located on the U.S. Naval Academy grounds. BGA member-firm **ROCK OF AGES CORPORATION** of Barre, Vt., manufactured the six Barre Gray granite benches and fountain; the 4-foot diameter sandblast-carved globe was turned by BGA member-firm **GREARSON & LANE COMPANY** of Barre, Vt.

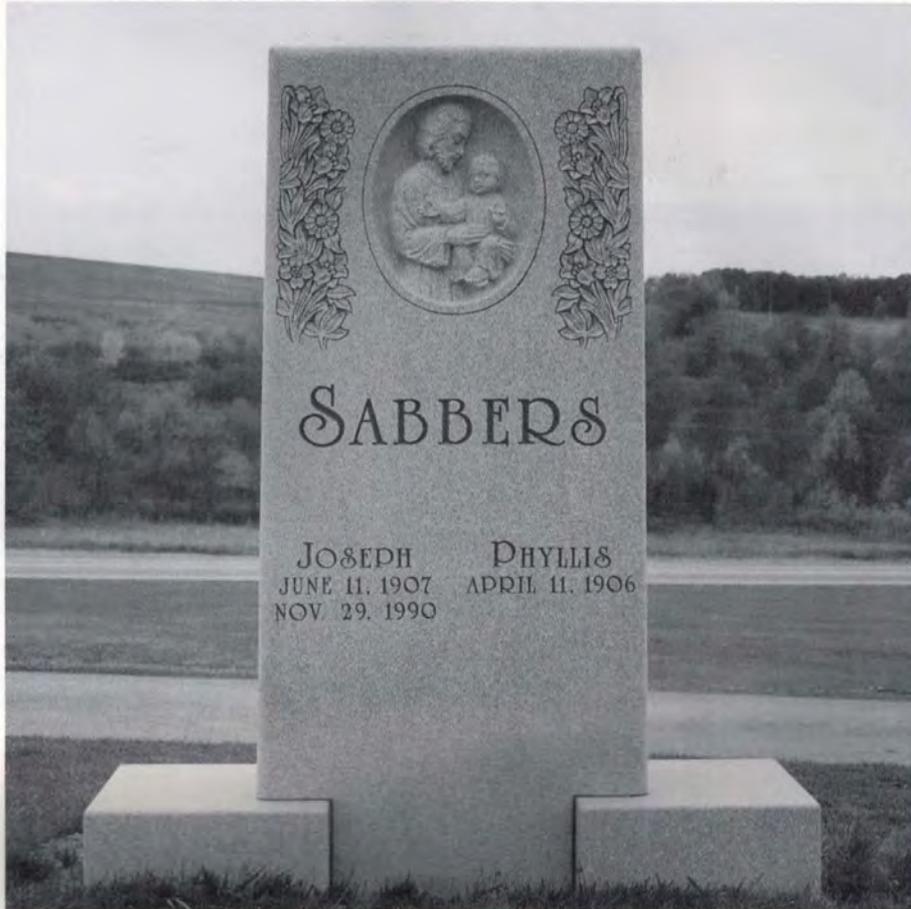
BGA Monument Designs



ANDERSON-FRIBERG COMPANY, INC.

8-0 Rib Mountain Dark Red granite memorial manufactured by **ANDERSON-FRIBERG COMPANY, INC.** Sculptured Madonna by Michael Sheean. Produced for Smith, Seaman & Quackenbush Memorials, Monroe, N.Y.

BGA Monument Designs



ADAMS GRANITE COMPANY

This all-steeled Light Barre Gray granite monument was crafted by BGA member-firm **ADAMS GRANITE COMPANY** of Barre, Vt., for Sandzimier Memorials of Scottsdale, Pa. The 2-6 x 0-10 x 5-6 all-steeled tablet features hand-carved figures and sandblast-carved flowers and is mortised into two-piece base that measures 1-6 x 1-4 x 0-8.

BGA Monument Designs



MONTPELIER GRANITE WORKS

BGA member-firm **MONTPELIER GRANITE WORKS** of Montpelier, Vt., manufactured this sleek all-polished Jet Black granite memorial that features shape-carved grape-leaf ornamentation. The 4-0 x 0-10 x 3-6 tablet is flanked by two 3-0 x 0-8 x 3-0 wings, which are set on a 12-0 x 1-4 x 0-10 polished-top base with a steeled margin. Balance is rock-pitched. Memorials by Grove Gardens, Clinton, Conn., is the memorialist.

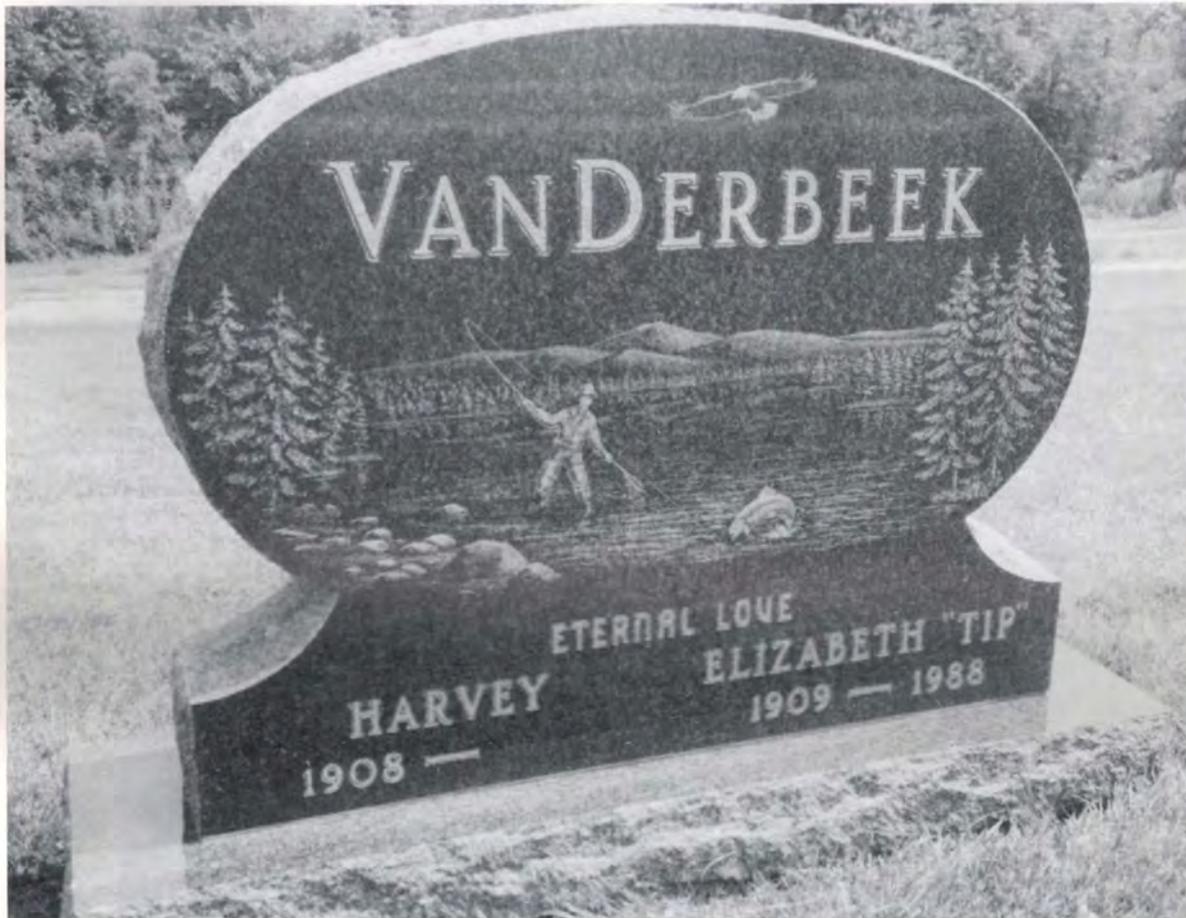
BGA Monument Designs



LAWSON GRANITE COMPANY

Axed multiple-recessed members and hand-tooled background carving highlight this 8-8 x 1-4 x 3-6 all-steeled Barre Gray granite monument crafted by BGA member-firm **LAWSON GRANITE COMPANY** of Barre, Vt., for Lincoln Granite Company, Inc. of Quincy, Mass. The all-steeled base measures 10-0 x 2-0 x 0-10.

BGA Monument Designs



MAURICE MEMORIALS, INC.

BGA member-firm **MAURICE MEMORIALS, INC.** of Barre, Vt., manufactured this personalized Impala Black granite monument for Atwood, Stevens, Finnerty Monument, Great Barrington, Mass. The 3-0 x 0-6 x 2-4 oval-shaped etched tablet is polished front and back with balance rock-pitched. It is set on a 3-8 x 1-0 x 0-6 polished-top base with balance rock-pitched.

BGA Monument Designs



C.R. DAVIDSON COMPANY

This highly personalized pre-need Barre Gray granite monument crafted by **C.R. DAVIDSON COMPANY** of South Ryegate, Vt., for Donatelli Granite Company, Pittsburgh, Pa., incorporates polished, steeled and rock-pitched finishes. The 3-2 x 0-8 x 2-11 shell-shaped tablet is set on a 3-6 x 1-2 x 0-10 polished-top base with balance rock-pitched.

BGA Monument Designs



BUTTURA & SONS, INC.

A hand-cut unicorn graces this polished Keystone Black granite monument crafted by BGA member-firm **BUTTURA & SONS, INC.** of Barre, Vt., for Carmichael & Reed Monument Company, Inc., of Warsaw, N.Y. The 2-6 x 0-8 x 2-0 tablet, polished front and back with balance rock-pitched, is set on a 3-2 x 1-2 x 0-8 polished-top base with balance rock-pitched.

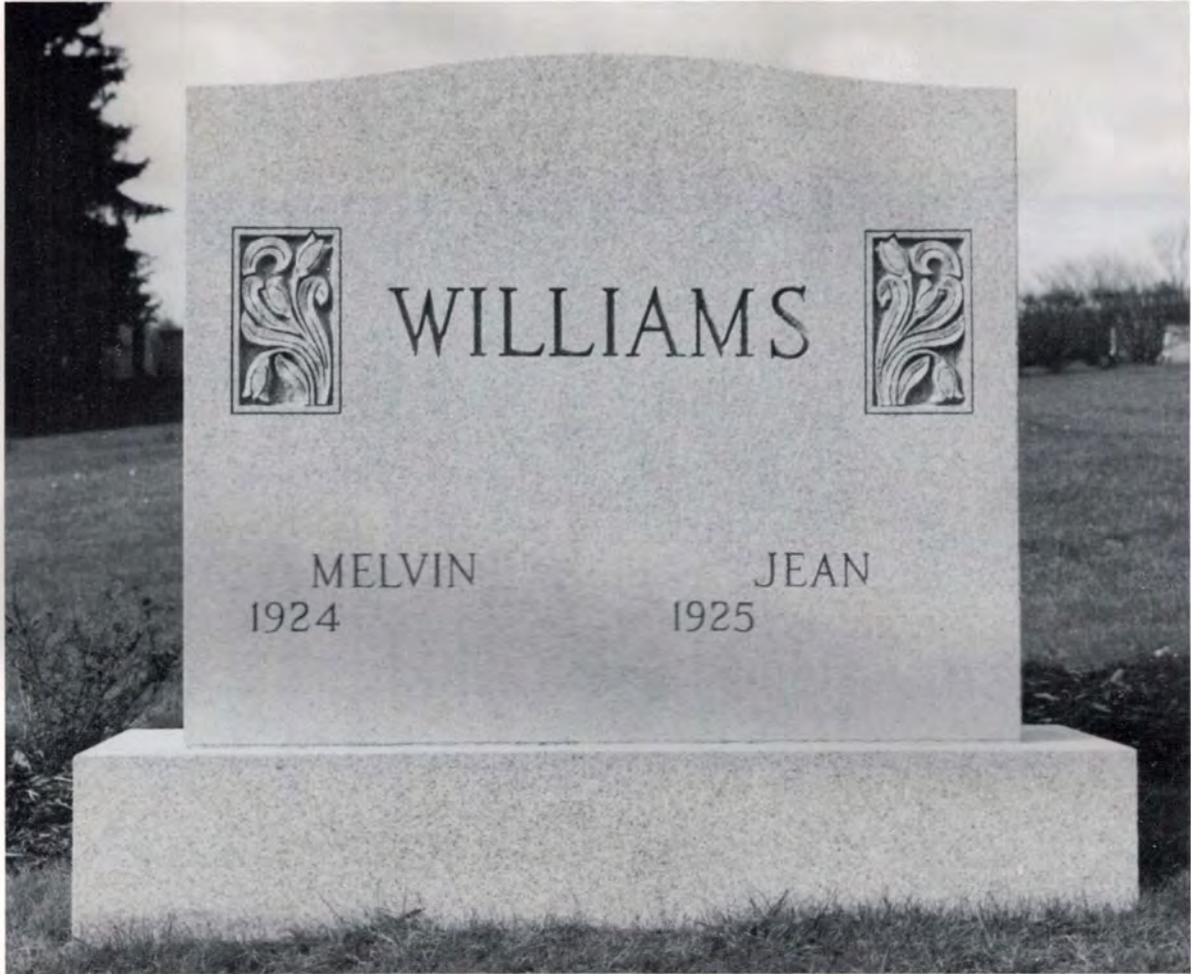
BGA Monument Designs



PEPIN GRANITE COMPANY, INC.

Unique stone rippling accents the polished Latin Cross of this beautiful Barre Gray granite monument furnished by BGA member-firm **PEPIN GRANITE COMPANY, INC.**, of Barre, Vt., for Moll Monumental Crafts of Hellertown, Pa. The 2-0 x 0-8 x 4-0 tablet with straight top and ends is set on a 4-0 x 1-2 x 0-8 polished-top base with a polished front bevel; balance is rock-pitched.

BGA Monument Designs



COUTURE GRANITE COMPANY, INC.

This all-steeled Barre Gray granite pre-need monument crafted by BGA member-firm **COUTURE GRANITE COMPANY, INC.** of Barre, Vt., is located in Barre's Hope Cemetery. The 3-0 x 0-8 x 2-6 tablet features shape-carved floral ornamentation and is set on a 3-8 x 1-2 x 0-8 base.

BGA Monument Designs



HOULE-GIUDICI COMPANY

Miozzi, an elegant pre-need Barre Gray granite family memorial, was manufactured by BGA member-firm **HOULE-GIUDICI COMPANY** of Barre, Vt., from a design by Marianne Hanner of Hillside Memorials, Peekskill, N.Y. The 7-0 x 0-10 x 3-2 all-steeled tablet features shape-carved oak leaf ornamentation and is set on a 10-0 x 1-4 x 0-10 base. This impressive **HOULE-GIUDICI COMPANY** monument is located in Assumption Cemetery, Peekskill, N.Y.

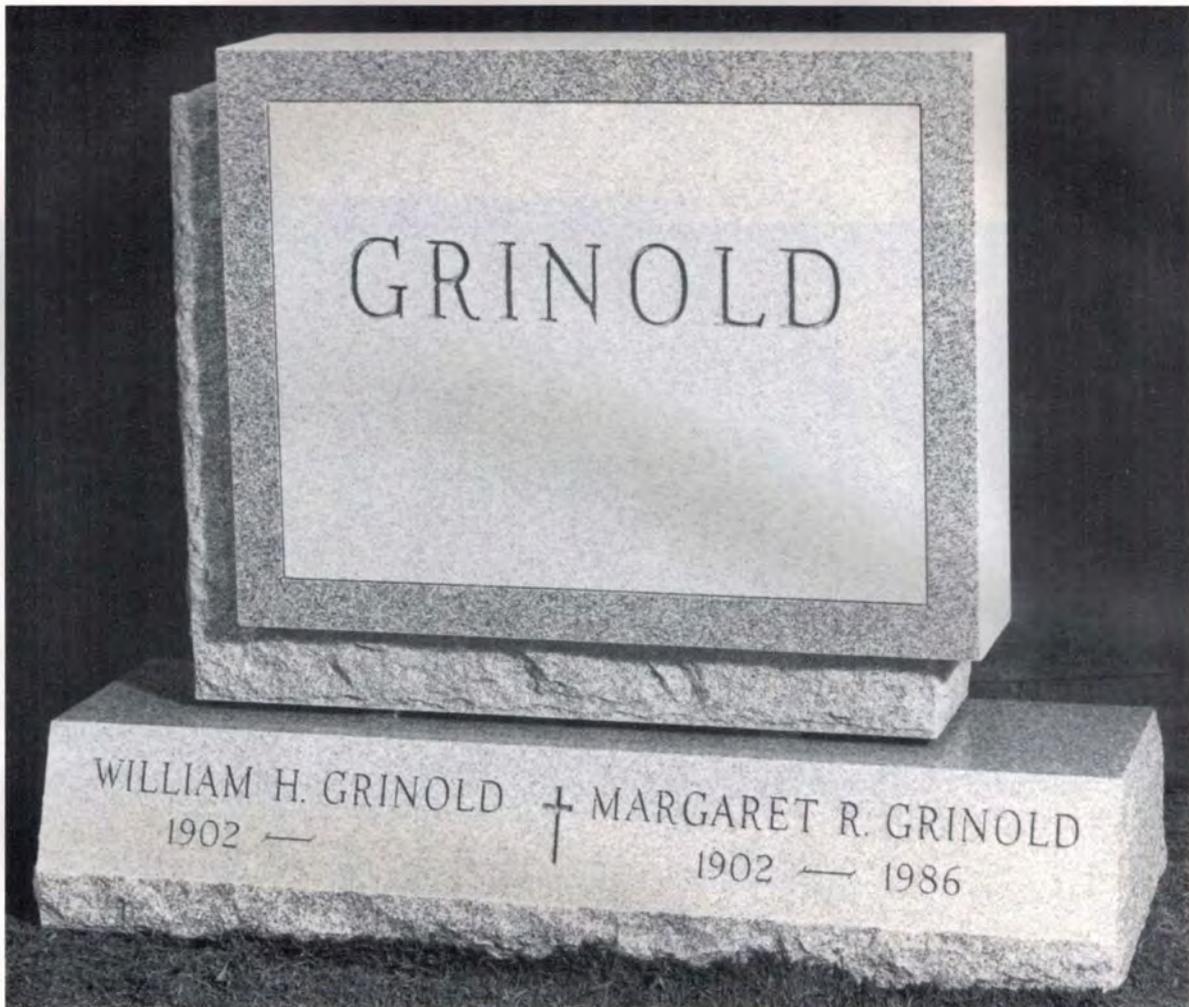
BGA Monument Designs



COLOMBO GRANITE COMPANY

BGA member-firm **COLOMBO GRANITE COMPANY** of Barre, Vt., manufactured this pre-need Jet Black granite monument for Alva Monument, Inc., Alva, Okla. The front and back of the 4-0 x 0-8 x 3-6 tablet is polished. The monument is flanked by two 2-9 x 0-10 x 1-2 polished-and-frosted Barre Gray granite wings, which are set on a 8-6 x 1-6 x 0-8 polished-top base.

BGA Monument Designs



ANDERSON-FRIBERG COMPANY, INC.

Select Dark Barre, designed and manufactured by **ANDERSON-FRIBERG COMPANY, INC.** for the McGovern Granite Co., Hartford, Ct. This design was admired in AFCCO's display at the 1990 MBNA convention in Boston.

BGA Granite Products



(Right) BGA member-firm **North Barre Granite Company** of Barre, Vt., a leader in Jewish memorialization, crafted this attractive Barre Gray granite sign for the new Jewish burial section at Montpelier's Green Mount Cemetery. The steeled front and back of this 4-4 x 0-4 x 2-8 sign feature sandblast carved lettering, the Star of David and menorah. Top and ends are rock-pitched, as are the two 1-0 x 1-0 x 2-2 supports.



(Left) The 2,500 citizen volunteers who helped construct Playground 2000 were recognized for their efforts recently with this 4-6 x 8-0 x 0-6 all-steeled Barre Gray granite memorial crafted by BGA member-firm **North Barre Granite Company** of Barre, Vt. The monument's bronze plaque was cast by "Metro-Bronze," the bronze and aluminum foundry division of BGA member-firm **Rouleau Granite Company** of Barre, Vt. The 12,000 square-foot playground, located at Barre's Rotary Park, was constructed in just five days during the fall of 1989. Virtually all member-firms of the Barre Granite Association provided the manpower and financial support for the community project.

BGA Granite Products

(Right) BGA member-firm **Granite Importers, Inc.** of Barre, Vt., supplied 4,500 square feet of split-faced Chelmsford Granite used in the newly constructed Student Activity Center at Middlebury (Vt.) College. The split-faced granite, used in a random veneer pattern, incorporates an older type of stone design that is different from the polished thin panels used predominately in the stone industry today. **Granite Importers, Inc.**, also supplied 15,000 square feet of Chelmsford and 15,000 square feet of Tadoussac split-faced veneer to the College's nearly completed Fine Arts Center.

(Bottom) This 106,000-pound Advanced Solid Rocket Motor (ASRM) Gauge Master Base was manufactured recently by BGA member-firm **Rock of Ages Corporation** for Aerojet-General Corporation, one of three contractors designated by NASA to develop the next generation of motors for the Space Shuttle. It is the largest single piece granite surface plate ever built in the United States, says Ed Germon, **Rock of Ages Corporation**, Senior Vice President of Precision Products. The plate's 14' x 18' surface is finished to AA Laboratory Grade accuracy: .003 of an inch, approximately the thickness of a human hair.



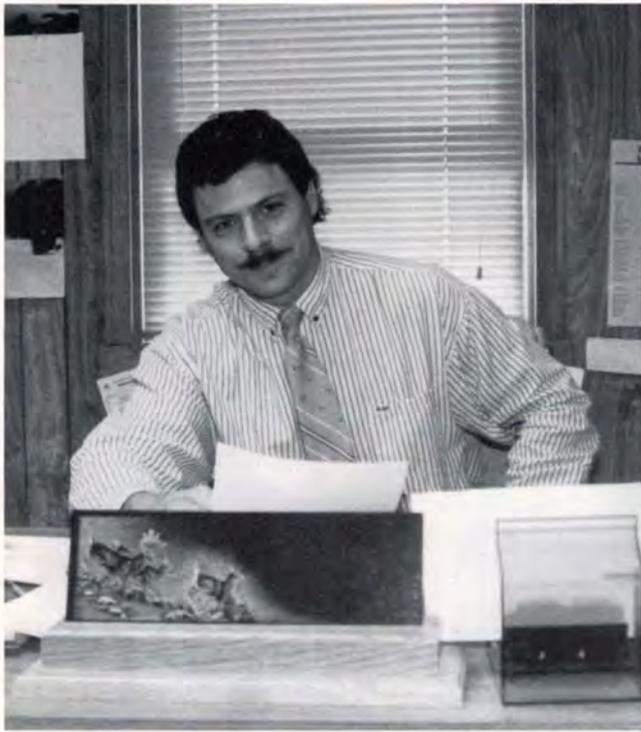
BGA Granite Products



(Top) A copper cylinder, containing student-selected mementos is lowered into a Barre Gray granite time capsule at Barre Town Elementary School by members of the Barre Town Vermont Bicentennial Committee. The capsule was manufactured and donated by BGA member-firm **Rock of Ages Corp.** of Barre, Vt., who also donated a flagpole base of Barre Gray granite. BGA member-firm **Lawson Granite Company** of Barre, manufactured and donated four Barre Gray granite benches, which are partially visible. The copper cylinder, constructed and donated by BGA associate member-firm **Dessureau Machines, Inc.** of Barre, Vt., is to be opened March 4, 2041—the 250th anniversary of the state.

(Left) In addition to its distinctive memorials, BGA member-firm **Granite Industries of Vermont**, Barre, Vt., has fabricated a variety of granite products, including the Vietnam Veterans Memorial in Washington, D.C., and, on a much smaller scale, these Jet Black granite golf-tee markers at Castle Hills Golf Course in New Castle, Pa. Manufactured for Watters Cemetery Memorials, New Castle, Pa., each polished-and-steeled marker provides information on the hole. The all-steeled Barre Gray granite base carries a sandblast-carved advertisement for an area business. □





Granite Industries of Vermont Welcomes A New Team Member

"Everything is spontaneous. Nothing is scripted," says Paul Bagalio of his telemarketing style at **Granite Industries of Vermont**, Barre, Vt. "I enjoy working and talking to people personally. It's important to me that I develop friendships before I try to make a sale. That way it doesn't feel like a job."

Since joining **GIV** in June as a sales representative, Paul has made both friends *and* sales.

Paul says it was **GIV's** reputation as a team-oriented company that attracted him. "In fact, I think **GIV** is successful because it is a smart and progressive business. Everyone counts. There's little difference between office and plant workers. And from simple grass markers to mausoleums, we work as a team." □

Couture Granite Company, Inc. A Bright New Look

Progress is ongoing at BGA member-firm **Couture Granite Company, Inc.** of Barre, Vt.

This summer, the two-year-old granite manufacturer installed a new roof and a porch to its business office and a 7'-6" computer-driven diamond saw to its 9,923 square-foot manufacturing plant, says President Roger Couture. Additional upgrading of machinery is planned for the near future.

This newest BGA member-firm, which incorporated in 1990, specializes in monuments (such as the attractive Barre Gray granite monument featured on page 17) and fine duplicate work and offers a variety of colored granites. □



At Their Peak: Brian, Cecile, Alora and Roger in front of Couture Granite Company's newly remodeled business office.

Swenson Granite Reorganizes; New Vice Presidents Are Named

BARRE — The Swenson Granite Company, Inc. and its subsidiary companies, Rock of Ages Corporation and Rock of Ages Canada Ltd., have announced a major restructuring of their operational management effective Jan. 1.

The reorganization is intended to accommodate current growth and facilitate growth during the 1990s.

Four Rock of Ages vice presidents have been promoted to the position of senior vice presidents, joining a Swenson Granite senior vice president. Collectively, they will assume full operating responsibility for reconstituted divisions within the group.

"It has become apparent in the last two years that the increasing scope of the group's operations has reached the point where it is impossible for me to act or claim to act as the Chief Operating Officer, with day-to-day operating responsibility over each of our operating divisions," said Kurt Swenson president of Swenson Granite and Rock of Ages in making the announcement.

Swenson has been functioning as both Chief Executive Officer and Chief Operating Officer of all the group's operations since 1984. He said that at this point it is in the best interest of the group for him to transfer full operating responsibility to the senior vice presidents in each newly constituted division so he can devote his time to planning, acquisitions and assisting each of the senior vice presidents.

The new vice presidents:

George Anderson, 52, currently vice president of finance, administration and quarries, has been named senior vice president of finance and administration for the group as well as treasurer of both Rock of Ages and Swenson Granite. He has been with Rock of Ages since 1969.



From left: George Anderson, Edward Germon, Jon Gregory, Edward Haydon and George Karnedy.

"It has become apparent in the last two years that the increasing scope of the group's operations has reached the point where it is impossible for me to act or claim to act as the Chief Operating Officer, with day-to-day operating responsibility over each of our operating divisions."

—Kurt Swenson

Edward F. Germon, 45, currently vice president of Precision Granite Products has been named senior vice president of Precision Products. His division encompasses press

rolls, surface plates and machine bases.

Gerald P. Paquette, 59, senior vice president of both Swenson Granite and Rock of Ages retains full operating responsibility for the manufacture and sale at both wholesale and retail of granite curb, landscape and other stone products not encompassed by other

divisions. He has been with the Swenson Granite Company since 1974.

Jon M. Gregory, currently vice president of the Granite Products Division has been named senior vice president of quarry operations, and will assume responsibility for quarry production and block sales world wide.

Gregory, 42, has been with Rock of Ages since 1975.

Edward (Ted) Haydon, 51, currently vice president of Canadian Operations and president of Rock of Ages Canada has been named senior vice president of the Memorial Operations division. He will assume full operating responsibility for the manufacture of memorials

by Rock of Ages in North America and memorial sales world wide. Haydon will remain President of Rock of Ages Canada and oversee memorial operations in both Beebe, Que., and Barre.

Haydon, 51, has been with Rock of Ages since 1985.

George Karnedy, 56, who remains as vice president of Memorial Sales and Marketing, has 30 years of memorial sales experience at both the wholesale and retail level.

All but Paquette will be headquartered in Barre. His office will remain in Concord, N.H.



Soviet, BGA Firms Enter Trade Pacts

Jake Colgan, President of BGA member-firm **Granite Importers, Inc.** of Barre, Vt., announced that his firm has signed an agreement to import 15 20-ton blocks of Karelian granite. "This is a small shipment, but it will lead to large volumes of granite in the future," he said. Colgan was part of a delegation of Vermonters that visited Karelia in May 1991.

The deal was made during a visit of 24 Soviet business people from the Karelian Republic, Vermont's sister state, who were in Vermont in November on a two-week visit to seek potential areas of trade. □

A member of the Karelian delegation (right), Pavel Nikolayevich, General Director of Christyakov, and his interpreter (center) also met with Norman Akley (left), President of BGA associate member-firm Trow & Holden Company, Inc. of Barre, Vt., to discuss possible business dealings.



Jake Colgan



Adams Granite Company Building Faith In The Future

After nearly 60 years at the same location, **Adams Granite Company** of Barre, Vt., is building a new, larger facility that can accommodate the firm's increased production capabilities.

Construction of the BGA member-firm's new plant, located at the Wilson Industrial Park in Barre Town, began in July. "Our expansion is geared toward modernizing operations and increasing production," says Company President Kerry Zorzi (right in inset), a third-generation owner and manager of this BGA member-firm, which was founded by his great-uncle, Adam Podskalny. Also pictured, from left, are Paul Mascitti, sales representative, Joyce LaRose, administration and sales, and Carole Cecchini.

The new 13,600 square-foot plant is scheduled for completion in early 1992. Unlike the long and narrow design of the traditional manufacturing plant, the design of the new **Adams Granite Company** allows for easier handling of granite during all phases of production. □



Rock of Ages North American Dealer Conference September 21-25, Burlington, Vermont



Kurt Swenson, President of BGA member-firm Rock of Ages Corporation of Barre, Vt., introduces keynote panelists—including representatives from cemeteries, crematories, funeral homes, monument retailers and memorial manufacturers—to the more than 150 guests and registrants at the opening session of the Rock of Ages Corporation's first North American Dealer Conference.



(From left) George Karnedy, Vice President of Sales & Marketing, moderates a pre-need workshop featuring panelists John Keith, Keith Monument Company; Tom Buzzi, Portage Marble & Granite Company; and George F. McCarthy, Almont Funeral Home.



A busload of conference attendees break from the five-day conference for a tour of Barre, which included stops at Hope Cemetery, where Gene Brusetti, Rock of Ages Chief Designer, led an informative and popular tour...



... and the world-famous E.L. Smith Quarry.

Kentucky Monument Dealers Association October 24-27, 1991, Lexington, Kentucky



An attentive group of Kentucky monument retailers listens as Mike Johns of the Johns-Carabelli Company, South Euclid, Ohio, speaks about marketing monuments at the retail level. The presentation, sponsored by the Barre Granite Association, was part of the successful education workshop series the BGA hosts at dealer meetings. This year's Kentucky gathering drew 15 retail firms and 14 representatives of manufacturers and suppliers.

Wisconsin Association of Monument Builders October 18-20, Lake Geneva, Wisconsin



(From left) BGA-sponsored Guest Speaker Dr. Bob Spitzer, Past President of the Milwaukee School of Engineering, WAMB President Jacqueline R. Kerkhoff and WAMB Secretary-Treasurer Earl J. Hilgendorf pose in front of the association's banner during the annual convention. Representatives from BGA member-firms Buttura & Sons, Inc. and C.R. Davidson Company attended the three-day event.

Marble Institute of America October 14-16, Quebec City, Canada



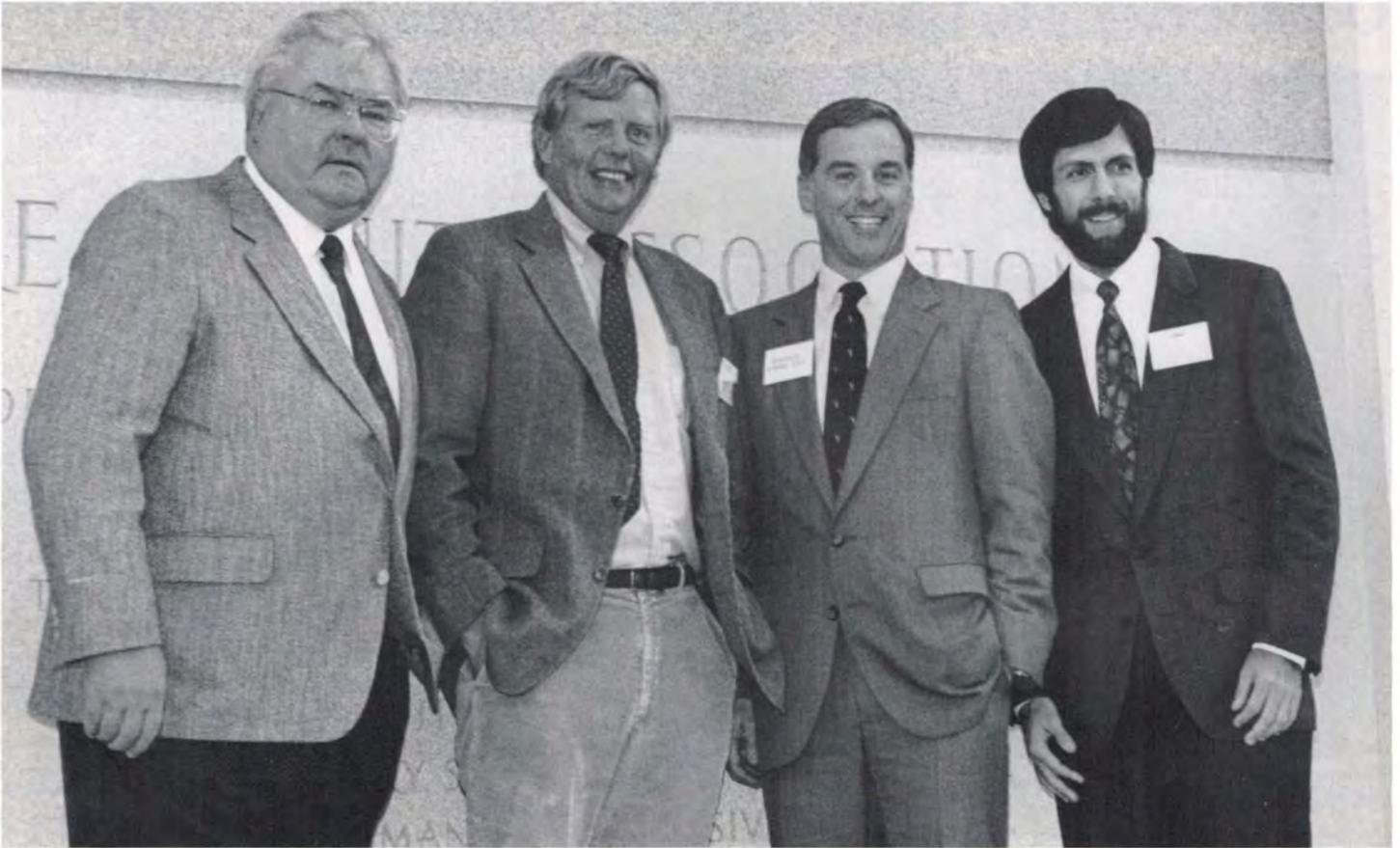
(From left) Jean-Nil Bouchard and Michael Bouchard, President of BGA member-firm C.R. Davidson Co., Inc., discuss their respective region's granite industry during the Institute's three-day convention, which attracted more than 60 suppliers of stone and stone-fabricating equipment. BGA Executive Vice President Norman James delivered a presentation entitled "Government Regulators and the Stone Industry," to a group of about 500 attendees.

Northwest Monument Builders September 15-17, West Des Moines, Iowa



Monument retailers from North and South Dakota, Minnesota, Iowa and Nebraska assemble to hear BGA-sponsored speaker A. C. Joyner of Joyner's Memorial, Inc., Wilson, N.C., present "Pricing For Profit." Joyner's presentation was the highlight of the three-day convention, which drew some two dozen retailers. BGA member-firms Lawson Granite Company (inset, Vice President and Treasurer Mark Gherardi) and Rock of Ages were represented at the convention.

AMERICAN MONUMENT ASSOCIATION

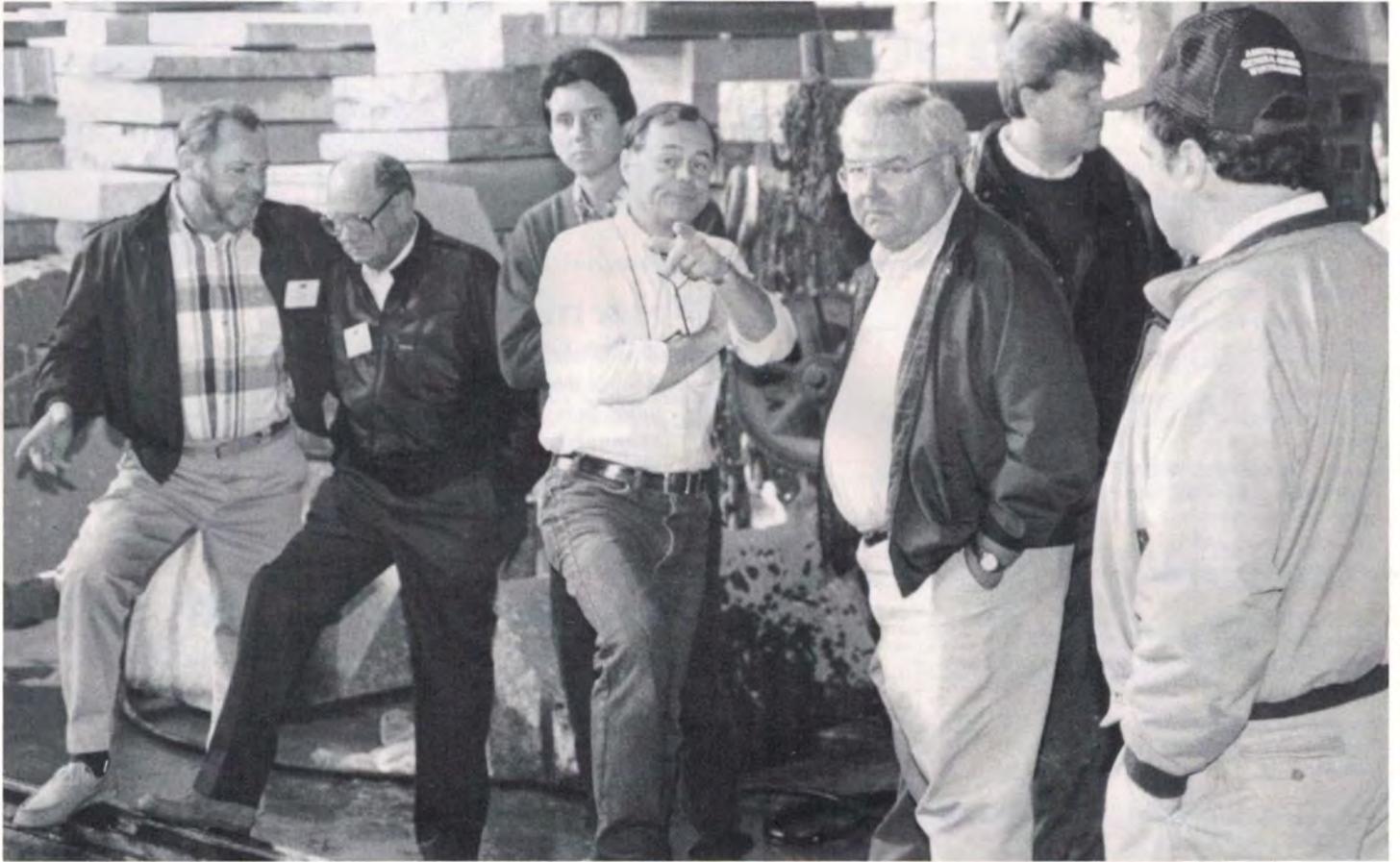


(Top, from left) AMA Vice President Earl Zniewski, Rex Granite Company, St. Cloud, Minn.; AMA President Kurt Swenson, Rock of Ages Corp., Barre, Vt.; Vermont Governor Howard Dean; and AMA Executive Vice President Robert J. Moon, break from the BGA-hosted reception for a memorable group photograph on the Barre Gray granite steps of the BGA's Church Street office.



(Bottom, from left) AMA Member Melvin Friberg, President of BGA member-firm Anderson-Friberg Company, chats with Earl Zniewski and Governor Dean at the special Governor's Reception held at the BGA office. The American Monument Association held its annual technology tour in Barre three years ago. This year's tour included a special visit to the beautiful Barre Gray granite Vermont Statehouse, to world-famous Hope Cemetery, and BGA member-firms Buttura & Sons, Inc., Cetrangolo Finishing Works, LaCross Memorials, Rock of Ages Manufacturing Plant and Colombo Granite Company.

OCTOBER 6-8, BARRE, VERMONT



AMA Director Bob Colombo, President of BGA member-firm Colombo Granite Company, Barre, Vt., points out some of the technological changes he's made in recent years to accommodate the increased demand for non-monumental granite products.



AMA President Kurt Swenson addresses the AMA membership during the AMA's Annual Meeting Luncheon, hosted by the BGA and held at the Hilltop Restaurant.

Brochures

	Quantity	Price*	Total	Imprinted?
"Remembered For All Time" (Protestant Designs and Symbolism)	_____	x \$ _____	= _____	_____
"Honored in the Sacred Catholic Tradition" (Catholic Designs and Symbolism)	_____	x \$ _____	= _____	_____
"To Be Remembered" (Jewish Designs and Symbolism)	_____	x \$ _____	= _____	_____
"The Member-Firms of the Barre Granite Association" (profiles of BGA member-firms)	1	x Free	= _____	N/A
"The Decision to be Cremated: It's Two Decisions" (cremation designs)	_____	x \$ _____	= _____	_____
"How to Choose Symbols for Your Family Memorial" (symbolism and personalization)	_____	x \$ _____	= _____	_____
"Choosing Your Family Memorial" (choosing your at-need or pre-need monument)	_____	x \$ _____	= _____	_____
"The Story of Granite" (the story of Barre granite)	_____	x \$ _____	= _____	N/A
"May We Do You the Favor of a Lifetime?" (pre-need)	_____	x \$ _____	= _____	_____
"Suggested Cemetery Rules and Regulations" (cemetery operation guidelines)	1	x Free	= _____	N/A

*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

	Quantity	Price	Total
"Artistry in Granite" (a look at beautiful Barre gray granite monuments)	_____	x \$25.00	= _____
"Quarrying and Manufacturing" (the making of Barre monuments)	_____	x \$25.00	= _____
"The Story of the Barre Granite Industry" (the fascinating history of the Granite Center of the World)	_____	x \$25.00	= _____
"The Stone Whistle" (tour and explanation of the Barre granite industry, with John Forsythe)	_____	x \$50.00	= _____

Barre-Pak Epoxy

Barre-Pak is one of the strongest bonding agents in the granite monument field, available in three convenient sizes.

	Quantity	Price	Total
70 grams	_____	x \$ 5.00	= _____
250 grams	_____	x \$ 8.50	= _____
500 grams	_____	x \$16.00	= _____



✓ NEW ITEM: Barre Guild Business Improvement Kit!

A set of five educational booklets to help boost your sales of granite monuments. You receive: "Selling Monuments At Retail," "Taking Monumental Photographs," "Succeeding With The Press," "Delivering Effective Speeches," "Promoting Your Business" and one window-sized Barre Guild decal.

Quantity	Price	Total
_____	x \$5.95	= _____

✓ NOW BACK IN STOCK: Barre Guild Logo Decals

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

	Quantity	Price	Total
3½" Window Size (set)	_____	x \$3.00	= _____
12" Truck Door Size (set)	_____	x \$6.00	= _____

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. Perfect for employee recognition.

Quantity	Price	Total
_____	x \$25.00	= _____

Barre Beach Bags

Attractive, durable canvas bag for toting just about anything. Perfect for employee recognition.

Quantity	Price	Total
_____	x \$19.95	= _____

Shipping Fees for ALL Items

For orders up to \$100:	add \$5 shipping fee
\$101 to \$500:	add \$7.50 shipping fee
\$501 or more:	add \$10 shipping fee

To Order:

Please check off items you wish to order. To expedite your order, please 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 _____ State _____ Zip _____

Total Enclosed (including shipping fees): \$ _____

The BGA Extended Family: Our Associate Members

GOOD COMPANIES TO DO BUSINESS WITH

The Barre Granite Association is really a large family. Its members include internationally renowned granite manufacturing companies as well as other granite firms and businesses that believe in our industry and actively support it.

Our associate members do custom drafting, sawing, steeling, sandblasting, polishing and sculpting. They also supply materials, transportation and other services to our members.

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
RD 4, Box 3390, Montpelier, VT 05602
(802) 479-1410

Memorial Art Systems
3 Highland Ave., Barre, VT 05641
(802) 476-3892

Insurance

Berg, Carmolli & 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

Leahy Press, Inc.
79 River Street, Montpelier, VT 05602
(802) 223-2100

Reclamation

Fulton & Company, Inc.
Box 141, Websterville, VT 05678
(802) 479-3339

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 Lutostanski Sculpture Studio
Box 265, East Barre, VT 05649
(802) 479-2531

Suppliers

Budiamerica 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, Graniteville, 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. Bellavance & 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 662, Barre, VT 05641
(802) 479-1824

Utilities

Green Mountain Power Corp.
Box 850, S. Burlington, VT 05402
(802) 864-5731



Monuments

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

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P.O. Box 126
Barre, Vt. 05641
Kerry Zorzi
800-342-1070
TELEFAX: 802-476-3027

Anderson-Friberg Co.

P.O. Box 626
Barre, Vt. 05641
Peter Friberg
800-451-3255
TELEFAX: 802-476-7879

Buttura & Sons, Inc.

P.O. Box 606
Barre, Vt. 05641
Brent Buttura
800-451-3252
TELEFAX: 802-476-5994

Celente & Bianchi

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

Cetrangolo Finishing Wks.

P.O. Box 190
Northfield, Vt. 05663
Nick Cetrangolo
800-451-4517
TELEFAX: 802-485-6232

Chioldi Granite Corp.

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

Colombo Granite Co.

155 Boynton St.
Barre, Vt. 05641
Bob Colombo
800-446-1049
TELEFAX: 802-476-0200

Couture Granite Co., Inc.

99 Maple Ave.
Barre, Vt. 05641
Roger Couture
802-479-5255/800-423-9110
TELEFAX: 802-479-2120

C.R. Davidson Co., Inc.

P.O. Box 156
South Ryegate, Vt. 05069
Mike Bouchard
802-584-3591/800-638-3738
TELEFAX: 802-584-3900

Desilets Granite Co.

221 Barre St.
Montpelier, Vt. 05602
Victor Roselli
802-223-2111
TELEFAX: 802-223-0720

Family Memorials, Inc.

P.O. Box 383
Barre, Vt. 05641
Robert Couture
800-533-3031
TELEFAX: 802-476-3511

S.L. Garand & Co.

P.O. Box 365
Montpelier, Vt. 05602
Richard Garand
800-451-5177
TELEFAX: 802-229-6184

Granite Importers, Inc.

P.O. Box 712
Barre, Vt. 05641
Jake Colgan
802-476-5812
TELEFAX: 802-476-7349

**Granite Industries
of Vermont**

P.O. Box 537
Barre, Vt. 05641
Jeff Martell
800-451-3236/TELEFAX: 802-479-7917

Grearson & Lane Co.

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

Houle-Giudici Co.

P.O. Box 787
Barre, Vt. 05641
Gene Houle
800-451-3238
TELEFAX: 802-476-7358

LaCross Memorials, Inc.

P.O. Box 458
Barre, Vt. 05641
Gabriel "Bebe" LaCroix
800-451-3234
TELEFAX: 802-479-2211

Lawson Granite Co.

P.O. Box 377
Barre, Vt. 05641
Albert Gherardi, Jr.
800-451-5174
TELEFAX: 802-479-1700

Maurice Memorials, Inc.

110 Granite Street
Barre, Vt. 05641
Leo Maurice
800-326-4599
TELEFAX: 802-479-5153

Montpelier Granite Works

8 Granite Street
Montpelier, Vt. 05602
Joe Mureta
800-451-4513
TELEFAX: 802-223-0525

North Barre Granite Co.

P.O. Box 548
Barre, Vt. 05641
Charles Chatot
800-227-1045
TELEFAX: 802-479-9148

Peerless Granite Co.

P.O. Box 313
Barre, Vt. 05641
Bret Mugford
802-476-3061
TELEFAX: 802-476-3014

Pepin Granite Co., Inc.

P.O. Box 566
Barre, Vt. 05641
Raymond Pepin
800-654-5420
TELEFAX: 802-476-5470

Rivard Granite Co.

P.O. Box 86
Barre, Vt. 05641
Robert Rivard
802-476-3542/800-231-8045
TELEFAX: 802-476-8408

Riverton Memorial, Inc.

P.O. Box 284
Northfield Falls, Vt. 05664
Ernest Lavigne
802-485-3371
TELEFAX: 802-485-6535

Rock of Ages Corp.

P.O. Box 482
Barre, Vt. 05641
Kurt Swenson
802-476-3115
TELEFAX: 802-476-3110 (Admin.)

Rouleau Granite Co.

P.O. Box 567
Barre, Vt. 05641
Lucien Rouleau
800-343-4199
TELEFAX: 802-476-4243