

REPORTER MBP

QUARTERLY PUBLICATION OF THE MONUMENT BUILDERS OF PENNSYLVANIA

WINTER 2013



DAKOTA GRANITE™
THE DAKOTA MAHOGANY™ PEOPLE
1-800-843-3333
WWW.DAKOTAGRANITE.COM

Dakota Granite Company is proud and honored to be a sponsor of Monument Builders of Pennsylvania Association. We would also like to thank MBP for their continued service of education, resources, networking and promotion

of the memorial industry.

Dakota Granite is an established leader and has been a member of the memorial industry since 1925 providing manufactured wholesale granite products. The innovative spirit and investments in technology has continued since the beginning, positioning Dakota Granite as a premier manufacture of granite in the U.S.A.

As the leading producer of Dakota Mahogany, found only in the quarries near our headquarters in Grant County, South Dakota, Dakota Granite has been internationally recognized for superior craftsmanship, consistent quality control standards and state-of-the-art technology. Along with Dakota Mahogany, additional granite colors are also manufactured at our facility. Monuments, benches, mausoleums, columbariums, civic memorials, signs & feature pieces are available in an array of granite colors: Bellingham, American Bouquet, American Rose, Premium Black, Medium Black, Medium Barre, Wisconsin Red, Blue Pearl, Silver Cloud and Morning Rose.

Dakota Granite Company is the partner monument builders can rely on to manufacture custom or standard designs and guarantee the memorial will continue to tell family stories for generations to come.

Visit us online to view the granite color gallery, download digital design books for your tablet or login to view our inventory.

Website: www.dakotagranite.com and "Like" us on Facebook.

Your sales representative is Judd Lindquist and can be reached, toll free at 800.843.3333 or mobile number 605.680.3652 and by email at judd@dakgran.com.



Photo Credit: Dakota Granite Product; installed by Pesevanto Monuments.

MONUMENT BUILDERS OF PA BOARD OF DIRECTORS

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2014 MID-ATLANTIC MONUMENT BUILDERS CONVENTION

January 17 - 19, 2014

Join us at the beautiful Marriott Waterfront in Baltimore, MD for our upcoming full industry display & exhibit. **There is a \$149 per night Hotel rate guaranteed until Jan. 2, 2014.**

Log on to <http://www.mid-atlanticconvention.com/> to reserve your booth space and the link to reserve you hotel your room at the reduced rate.

The Educational Programs offered during the convention will be:

SATURDAY

- New rules and regulations for retailers using any crane to set monuments over 2000 pounds
- Ray Feidt, Inspection/Training Manager for Stepheson Equipment, Inc

SUNDAY

- Social Networking for Retailers: Kathleen Dorsey from Global Results
- Why Social Media cannot be ignored anymore
- Understanding the audiences of Social Media
- Do's and don'ts when posting
- Best practices for the most engagement from your audiences
- Examples of how yur busiess can use Facebook and other platforms effectively



UPCOMING MBPA MEETINGS

UPCOMING GENERAL MEMBERSHIP MEETING & ELECTION: 4:00 PM on Friday, January 17, 2014

(Room TBA) We will be holding elections during this meeting so please make every effort to attend.

New Officers: President, Larry Gealy and Past President, Sharon Baughman-Witmer

Openings are available for Vice-President, Secretary/Treasurer and 3 board positions.

If you are interested in any of these positions, please contact Dawn Dempsey no later than January 5th at (570)479-0346 or by email at ddempsey922@aol.com. A list of nominations will be sent out on January 8th to review prior to the election.

Upcoming Board of Directors Meeting: 1:00 PM on Friday, January 17, 2014 (Room TBA)



MBUniversity Conference 2014
February 13-15, 2014
The Westin Tampa/
Harbour Island
Tampa, Florida

The Monument Builders of North America is proud to bring you our 2014 MBUniversity Conference! This event, to be held February 14th-15th, 2014, will feature three (3) in-depth and interactive educational workshops, a table-top display with vendors from around the country and unlimited networking opportunities! It is a must attend event that only happens every two years!

For years, MBNA members have made the comment that the education they get at the hotel resaurant, hospitality suite or any social gathering surrounding the convention rivals the educational sessions put on during the day. With that in mind, we're inviting you to attend our "Meeting of the Minds" where you can pick the brains of your industry peers on any and every topic in the monument industry! In addition, we've lined up a workshop to explore every nook and cranny of the setting and installation processes in North America!

Vendors from around the country will be on hand to discuss their products and innovations designed to help you improve your business! MBNA helps retailers and suppliers enhance their relationships or develop new ones with key decision-makers with purchasing power.

MEMBER SPOTLIGHT

ART MONUMENT COMPANY



Recently I had the distinct pleasure to speak with Larry Moskowitz of Art Monument, Inc., located in Philadelphia, PA. Larry and I discussed how he came to run one of the oldest Monument Companies in continuous service in the tri-state area, open since 1897.

"Having grown up fourth generation in the cemetery management business, I have been in the industry on a local and state level for over 35 years." said Larry. Larry currently serves as President of the Har Jehuda Cemetery in Drexel Hill, PA, and as past president and current Treasurer of the Jewish Cemetery Association of Philadelphia, encompassing 15 Jewish cemeteries in the region.



So how does a cemetery manager become a monument dealer? Har Jehuda Cemetery started selling monuments in 1980 by utilizing a number of vendors to produce their jobs. While serving on the State Board of Cemeteries, Larry learned even more about monuments and bronze. Using these experiences, Larry was able to find a creative way of offsetting the loss in revenue at the Har Jehuda cemetery during the early 2000's. He expanded into monuments and markers using a brokerage, and signed up sales contracts with a group of local cemeteries. By doing this he was able to bring in more income to supplement the dwindling income of Har Jehuda.

The relationship with Art monument, Inc. grew from Har Jehuda using them as a vendor for the monuments being sold at the cemetery. By 2008, the market crash had hit the Har Jehuda's market funds in a big way. There was a need for a new way to do business to perpetuate the cemetery's legacy. Discussions continued for over a year and half with Art Monument, Inc., culminating in the purchase their business about the time their previous owner was about to retire.

One of the first things Larry did was to continue sandblasting and retail production that they had been doing. In addition, they are striving to build the wholesale business to compete with the Northern and Southern based companies. They believe they can provide a local resource with benefits such as supplying trucks, crane, settings, flexible schedules, and indoor product storage.

According the Larry, "Our business is about 80% wholesale and 20% retail at this time, and we employ thirteen employees at the two companies." Looking towards the future, Larry hopes to build the retail end of the business by opening some retail outlets. He hopes to fund this growth by bringing in new wholesale accounts to offset the cost of the expansion and the relatively new purchase of the company.



Showroom Hours are Monday-Friday, 7:00 AM-3:30 PM
7320 Wissonoming Street, Philadelphia, PA 19136.
Phone: 215-725-2200 or Toll Free 1-877-725-2201
Email Address: info@artmonumentcompany.com

6 Simple Small Business Organization Tips

Small businesses organization is crucial to success. For a small business to blossom, the owner and employees need to have a strong understanding of operations, systems, product and finances, while keeping more than a semblance of order. Planning for the future can be difficult, especially if you're in an industry that depends on other companies' behaviors or trend forecasting, so the best thing you can do is take care of all the small things in your business. Oftentimes, this starts at your own desk.

ORGANIZE YOUR WORKSPACE

This is one of those times when beginning your workday with a clean desk or office will benefit your productivity immensely. This doesn't mean that your desk has to be spotless, it just means that you need to have all important documents and supplies at your fingertips so that when you need them, you know just where to find them and don't have to waste time sifting through unnecessary clutter. Another tip is to make sure you leave your desk clean at the end of the workday so that when you stroll in the next morning, you aren't looking at a desk full of yesterday's clutter.

USE A PLANNER

Whether you're into keeping your schedule of meetings and deadlines on your phone, outlook or on paper, make sure you keep track of all important due dates so that nothing passes you by. When you are able to see important project deadlines or meetings on paper or on screen, it has a way of becoming more real than if the time or date remains floating around in your head. There's a much more firm sense of commitment, so be sure you record all dates, times and meetings crucial to your business.

MAKE TO-DO LISTS

This might be kind of tedious in the beginning, but trust me when I say that your day's productivity will increase and small tasks will not slip through the cracks if you document in the morning what you need to do that day. No job is too small to write down if it is important and needs to be done. There is a certain amount of satisfaction that accompanies checking off a job on your list, especially when it's a more sizeable task.

FIND YOUR GOLDEN HOUR

This is the time for you to settle into your own groove without the interruptions of others. Some people like to arrive set this time aside first thing in the morning and set the tone for the rest of the day. Others are more productive at different points of the morning or afternoon, like, say, after lunch, so there is no one set part of the workday when productivity is guaranteed. You need to make a conscious effort to set aside 60-90 uninterrupted minutes just for you and your tasks so that you can stay on track.

HAVE AN AUXILIARY PLAN

Inevitably things will come up and a plan will change, so one must plan for the unknown. A deadline might get moved up or a particularly important client needs a bit of extra attention. Perhaps a co-worker calls in sick and you must cover his or her job for the day. Whatever curveball gets thrown your way, you'll be better equipped to move forward with the more urgent task if you had an idea of what still needs to be done by the end of the day or week once the more pressing job is handled.

LOOK AHEAD BUT BE FLEXIBLE

A long term plan for future projects will be incredibly helpful as deadlines shift and ideas evolve, so by looking forward into the next quarter, you can at least have a rough idea of where your small business is headed. Present plans and outcomes can have a strong impact on future plans, and usually offer lessons for the future. You can refine and improve your future plan.

Credit: <http://bigideasblog.infusionsoft.com/small-business-organization-tips/>

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