

REPORTER MBP

QUARTERLY PUBLICATION OF THE MONUMENT BUILDERS OF PENNSYLVANIA

MID ATLANTIC MONUMENT BUILDERS CONVENTION

The Monument Builders of PA would like to congratulate The Mid Atlantic Monument Builders on the Convention that was held at the Baltimore Marriott Waterfront from January 13-15, 2012. Over 600 hundred attended the 3 day convention in Baltimore, Maryland.

The display area had over 50 manufacturers and suppliers promoting the latest products and supplies.

A very informative program was put on by Sergeant Pierce from the Maryland State Police Department of Transportation on the new regulations for trucks over 10,000 GVW. Sergeant Pierce stressed with new regulations being passed yearly, it is very important to stay up-to-date on what state and federal laws need to be followed when using your truck as a commercial vehicle. Additionally, Sergeant Pierce discussed that all businesses that use a truck as a commercial vehicle are required to register the vehicle with the US DOT and you must have a medical examiners certificate available in your truck for any individual who will be operating the vehicle. This certificate is valid for 24 months.

For more information on rules and regulations please visit www.monumentbuildersofpa.com.

Other programs held during the weekend was a forum monitored by Monument Builders of PA members John Pesavento from Pesavento Monuments and Bill Wenz from Earl Wenz concerning how monument businesses are dealing with advertising, marketing, social media, websites and the rising costs of health insurance in today's market. A survey was provided to all attendees and results from that survey showed that most businesses are using the newspaper and direct mailing as their main sources of advertising. Discussions were also held on the role of social media in this business and how important it is to continue to diversify your advertising to stay current with the times.

Lastly, on Sunday, a breakfast presentation discussed the Accounting and Marketing Principles for Memorial Retailing along with how cremation and memorialization are now changing the monument industry. The message took from these presentations was that with the monument industry changing; businesses must be willing to diversify their product line and accept the changes that are taking place or they will be left out in the cold.

SPRING 2012



MBPA thanks the following sponsors:



INSTALLATION OF NEW BOARD MEMBERS

At the January 15, 2012 General Membership Meeting, the Monument Builders of Pennsylvania installed new board members.

PRESIDENT

Sharon Baughman-Witmer-Baughman Memorial Works

VICE PRESIDENT

Larry Gealy-Gealy Memorials

SECRETARY/TREASURER

Ben Porobenski-Northampton Memorial Company

PAST PRESIDENT

John Pesavento

ADDITIONAL BOARD MEMBERS:

Phil Wenz

Steve Bomgardner

Dick Stever

Andy Gingrich

Mary Ann Phillips

LuAnn Jackson



Incoming Board Members: LuAnn Jackson from Sunset Memorials and Andy Gingrich from Gingrich Memorials.



Outgoing Board Members: Greg Borland from Borland Memorials and Donald Baughman from Carlisle Memorial Service

THANK YOU

The Monument Builders of Pennsylvania would like to take this opportunity to thank Donald Baughman from Carlisle Memorial, Greg Borland from Greg Borland Memorials, Greg Havrilla from White Memorials and John Ferri from Ferri Memorials, for their service and dedication to the board over the past few years.

IN MEMORIAM

The Monument Builders of Pennsylvania would like to express its deepest condolences to long time member Schell Memorials and the Windish Family on the passing of George Windish on February 11, 2012. George was the owner and operator of Schell Memorials since 1984 and prior to that worked for the former C.W. Kline Granite Works in Gilbertsville, PA from 1963 to 1984.

Additionally, the Monument Builders of Pennsylvania would like to extend deepest sympathies to George's wife of 38 years Roberta.

The Monument Builders would like to thank Schell Memorials and the Windish Family for being a continued member of this Association and let them know if there is any assistance we can provide to them in their time of need please feel free to let us know.

MBP BOARD OF DIRECTORS

PRESIDENT

Sharon Baughman-Witmer-Baughman Memorial Works

VICE PRESIDENT

Larry Gealy-Gealy Memorials

SECRETARY/TREASURER

Ben Porobenski-Northampton Memorial Company

Board Members

John Pesavento, CM-Pesavento Monuments

Phil Wenz-Earl Wenz, Inc.

Steve Bomgardner-Romberger Memorials

Mary Ann Phillips-Phillips Monument Co.

LuAnn Jackson-Sunset Memorials

Andy Gingrich-Gingrich Memorials

Dick Stever-Mayes Memorials



Incoming Board President, Sharon Baughman Witmer from Baughman Memorials and Outgoing Board President, John Pesavento from Pesavento Monuments.

MBNA Report

The Monument Builders of PA would like to thank John Pesavento from Pesavento Monuments for providing his insights from the Monument Builders of North America Annual Meeting.

The Monument Builders of North America held a joint annual meeting with the California and Pacific Northwest monument builders associations in San Diego at the Bahia Resort on Mission Bay. It was a beautiful setting, for three days of jam packed learning.

The convention was intimate in numbers; however, it was fantastic in terms of interaction and fellowship. The MBUniversity held eight educational sessions during the meeting, all of which gave credit toward attaining or maintaining your Certified Memorialist accreditation. The display featured many vendors showing off their newest products.

Highlights of some educational sessions held included:

A presentation was held by Melinda Chen's about Chinese funeral and memorial customs. In China almost everyone is cremated, yet they have elaborate services and memorialize, they do not scatter the ashes which is becoming too common in the US.

The keynote speaker was Bob Ash of Lessons, he researched into the "Death Care Industry" for his address and shared many eye opening facts. He elaborated on the different generations and what each expects in memorialization. It was a fact finding afternoon that was filled with many stories being told that brought the point across and included lots of laughs.

Don Calhoun, CM, MBNA's newly installed president gave a wonderful program entitled "Are You an Ostrich or an Eagle". He shared research and ideas on the current statistics and trends in cremation and how they affect us. There is a major change going on because of cremation and we have to be ready to face it. He shared many statistics on what the trends are and how we can prepare our businesses for the future.

With Don coming in as president, we look for a great year. Don is very energetic and a great speaker, at the banquet he had everyone's attention and touched many with his talk.

One of the hot items at the display was the different companies selling QR code products that are placed on a memorial in the cemetery. When the code is scanned by a smart phone it will open up to the web site the family set up to share the legacy of that person's life.

Overall it was a great convention and setting. MBNA continues to work hard for its members in promoting permanent memorialization to the public and all areas of education to its members.