



## MEMORIAL DAY

Memorial Day, formally known as Decoration Day, commemorates all men and women, who have died in military service for the United States. Memorial Day was started as an event to honor Union soldiers, who had died during the American Civil War. It was inspired by the way people in the Southern states honored their dead.

After World War I, it was extended to include all men and women, who died in any war or military action. The current name, Memorial Day, did not come into use until after World War II. Decoration Day and then Memorial Day used to be held on May 30, regardless of the day of the week, on which it fell. In 1968, the Uniform Holidays Bill was passed as part of a move to use federal holidays to create three-day weekends. Since that time, Memorial Day holiday has been officially observed on the last Monday in May.

In speaking with several members this past month about their Memorial Day business, it was an overall consensus that business has been better than the past few years. This is great news for the industry! For many, if not all, this is the busiest time of year, but got a slower start for many members due to the late arrival of spring weather. Mary Ann Phillips, of Phillips Monuments, said business has really picked up in the past month. Popular sellers for her company have been 2X1 and 2X6 slants with 2 names. In addition Phillips' has been working on a memorial project which includes installing of 10 benches and a war memorial in Trafford Park.

Andy Gingrich, of Gingrich Memorials, said he would have two setting trucks out all week prior to Memorial Day, and they will put out 60-75 monuments that week. Some of his best sellers have black granite with laser and hand etching's. Sales on black granite have been huge! Steve Bomgardner, of R.J. Romberger Memorials, agreed that black granite has been a popular seller in his business as well.

Although this is a truly busy season for everyone in the industry, is it as big as it once was? Sharon Baughman, of Baughman Memorials, said, "This used to be **the** busiest time, but over the last 10 years or so, there has been a decline." So if Memorial Day is no longer the push date it once was, what is the new time frame for installations? Many customers are now focusing on anniversary dates, and Easter and Mother's Day are the new holiday focus times.

While Memorial Day may not be the business boom it once was, the trend is still springtime installations, and most would agree, business has been more brisk than previous years.

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# MEMBER SPOTLIGHT

## GEALY MEMORIALS

A second generation, family-owned company, Gealy Memorials located in Hermitage, Pennsylvania, has been in business 1956. After WWII, Larry's father purchased some equipment with monies he received from the GI Bill, and Gealy Memorials was born. Continuing improvements and keeping current with trends in the industry has created a successful company that takes special pride in their work. As a long time member, current board member, Larry Gealy has worked very hard to keep his family business moving forward into the future of the monument industry. Recently, I had distinctive pleasure of speaking with Larry about recent improvements they have made at Gealy Memorials.



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"Through the years, renovations have made us more efficient," said Larry. After moving to a larger lot many years ago, one of the next projects was to expand the office space to accommodate a new computer system. Next, they expanded to include an indoor display area and added indoor storage to protect their equipment. Most recently, by clearing shrubbery, trees and dirt from the back of their property, they were able to reclaim and re-purpose part of their property to allow for employee parking and better outdoor storage. "By creating an employee parking area, we were able to open up existing parking spots in the front of the store for the customers", said Larry, "In addition, stock that had been scattered around the property can now be stored in a cleaner, more centralized location... eliminating the need to constantly clean the memorials." Overall, the project included the clearing of the property, the addition of a retaining wall and lining the new lot with a layer of gravel. One final step in project will be completed after Memorial Day, with the paving of the new lot.



While very happy with the results of the project, Larry said this has been a more complicated and time-consuming project than originally planned. When it was started over a year ago, the renovation was meant to be completed during seasonal "down time" and doing most of the work themselves. However, the project soon became more complicated than anticipated. With the added involvement of architectural engineers, zoning laws, and permits, finally, one year later, the project is nearly complete. With weather and time line considerations to complete the project before the Memorial Day rush, the decision was made to hire a contractor to complete the project on schedule.

Larry and his wife, Betty, truly enjoy working in family business and recently, a third generation has shown interest as well! Larry and Betty's daughter, Michelle, has begun to learn the family business, even while working on a little "project" of her own. Michele and her husband very recently welcomed a baby girl to their family! We at MBP wish the Gealy's all the best in their future business and family endeavors!



## IN MEMORIAM

The Monument Builders of PA would like to express its deepest condolences to long time member Pesavento Monuments and the Pesavento family on the passing of John Robert "Jack" Pesavento on May 2, 2013.

We would like to thank Pesavento Monuments and the entire Pesavento family for being a proud member of this association and let them know we are here for them in their time of need.

## 2013-2014 MEMBERSHIP DRIVE

Please be aware the 2013-2014 Membership has begun! Emails have gone out to all current members with email addresses on file. Letters and forms have gone out to other members.

Please return your renewal as promptly as possible. Also, If you have any leads on potential new members or any membership questions, please contact me anytime at:

Email: [ddempsey922@aol.com](mailto:ddempsey922@aol.com)

Phone (570)479-0346.

Thank you for your cooperation and continued membership!



## For Sale

Titan Abrasive 750 lb. blast pot with air controls, moisture separator, blast hood, with filter and hoses.

Granite City Tool Pneumatic Abrasive pick-up, includes vacuum hose and 700 lb. storage tank.

**Complete package: \$3,000.00**

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# HOW TO PREVENT BURGLARIES AND ROBBERIES IN YOUR SMALL BUSINESS

*Recently one of our MBP Members, Sunset Memorials, was a victim of a robbery. Thankfully no one was injured, and the thieves did not get away with much in property. However, this theft should serve as a reminder to everyone to be aware of the potential threat of crimes against their business. Below are some preventative measures you can take to protect your business from crime.*

Employee training to avoid crime-related exposures should be an ongoing procedure. The security techniques included here may prevent the loss of money and, more importantly, harm to employees and customers.

Good exterior lighting is a great preventative. After dark, lighting should be increased both inside buildings and in parking areas. Check to make sure exterior lights are working properly at all times.

Back doors, side doors and windows should remain locked at all times. Exterior doors should be secured with buzzers that can be heard throughout the building in case employees are away from the main reception area. Burglaries often occur when entrance is gained through the rear door. For this reason, a peephole should be installed so the door never has to be opened without knowing who is outside. Never take the trash out of the back door after dark.

## **ROBBERIES ARE USUALLY PLANNED IN ADVANCE, SO:**

Do not count money in front of non-employees, even if the person is a friend or relative of an employee.

Do not allow customers or friends of employees in back rooms for any reason.

Make deposits daily or more often if cash exceeds a predetermined amount. Never keep more money in cash drawers than necessary.

The facility should be secured by an alarm system that detects unauthorized opening of doors, the breaking of windows and movement through interior areas when the business is closed. Managers and supervisors should keep records of who has keys and who knows how to disarm the alarm system. As personnel turns over, keys should be picked up or cancelled. Safe and lock combinations should be changed periodically.

Managers and employees should have a systematic procedure for locking all doors and activating alarm systems when closing.

Encourage employees to report any suspicious activities, even if they just have a hunch or a "gut feeling" that something is wrong.

Employees should always report when customers or others ask about company security, the amount of money the company makes, company hours, who has keys, who is responsible for opening or closing, etc.

## **WHEN A ROBBERY DOES OCCUR:**

Never resist when a robbery is taking place. If robbers are armed, assume that they are willing to use their weapons to gain their ends.

Immediately notify police, company supervisors and owners, and appropriate insurance agents.

Since the police report will be fundamental to any insurance claim, cooperate with police and answer all questions fully.

Do not inform anyone other than police and insurance personnel about the amount of cash taken in a robbery. Media reporting of the robbery should indicate only that an "undisclosed amount" of cash was taken.

Crime prevention is a group effort. Careful attention to crime-prevention techniques can reduce theft, making everyone's jobs safer and helping the company maintain profitability.

(Source: <http://www.nfib.com/business-resources/business-resources-item?cmsid=49179>)

## **STOP.THINK.CONNECT CAMPAIGN**

**WHEN YOU CROSS THE STREET, YOU LOOK BOTH WAYS TO MAKE SURE IT'S SAFE. STAYING SAFE ON THE INTERNET IS SIMILAR. IT TAKES SOME COMMON SENSE STEPS.**

**STOP: BEFORE YOU USE THE INTERNET, TAKE TIME TO UNDERSTAND THE RISKS AND LEARN HOW TO SPOT POTENTIAL PROBLEMS.**

**THINK: TAKE A MOMENT TO BE CERTAIN THE PATH AHEAD IS CLEAR. WATCH FOR WARNING SIGNS AND CONSIDER HOW YOUR ACTIONS ONLINE COULD IMPACT YOUR SAFETY, OR YOUR FAMILY'S.**

**CONNECT: ENJOY THE INTERNET WITH GREATER CONFIDENCE, KNOWING YOU'VE TAKEN THE RIGHT STEPS TO SAFEGUARD YOURSELF AND YOUR COMPUTER.**

**PROTECT YOURSELF AND HELP KEEP THE WEB A SAFER PLACE FOR EVERYONE.**