



MBNA's Aspire Awards were created to recognize monument builder companies that have drawn favorable attention to their companies, and in turn, to the industry through their specialized marketing and/or public relations campaigns.

All MBNA members in good standing are invited to submit entries for the **2013 MBNA Aspire to Success Marketing & Public Relations Contest**.

Any publicity you've received during the contest year (November 1, 2012 through November 1, 2013) is eligible. This includes coverage by newspapers, magazines, television, new acquisitions, celebrated anniversaries or testimonial letters.

Up to three (3) winners will be awarded the handsome granite MBNA Aspire Award, a tall, polished trophy that adds elegance and interest to any member's lobby or bookshelf. Honorable mention entries will receive a certificate of merit suitable for framing. All winning entries will be featured in *MBNews*.



ENTRY FORM

Deadline to submit material is **November 15, 2013**.

2013 MBNA Aspire to Success Marketing and Public Relations Contest

Name: Bryan Poirier

Company Name: Quincy Memorials, Inc.

Address: 18 Willard St.

City: Quincy State/Prov: MA Postal Code: 02169 Country: USA

Phone: 617-471-0250 E-mail: bryan@quincymemorials.com

- Detail your experience. Use a separate piece of paper. It can be one item or event, or multiple events, or a year-long ad campaign.
- Please attach any photographs, clippings, brochures, letters, invitations or company branded materials that relate to your entry. We need original photographs (prints or electronic), but please photocopy your clippings, letters or invitations if you need them returned as we cannot return the material. *Photos can be black and white or color.*

Events should have taken place between November 1, 2012 and November 1, 2013. Deadline for receipt of materials at MBNA Headquarters is November 15, 2013. Materials may be submitted on-line or by postal service.

If you have questions or need additional information, contact MBNA headquarters at (800) 233-4472 or via email at info@monumentbuilders.org.

2013 Aspire Award Nomination

1. Quincy Memorials, Inc. has been busy this past year in regards to making headlines. The first milestone of the year was the acquisition of Sheehan Memorials, a competitor located in Weymouth, MA just one town from the main location in Quincy, MA. It was announced in the July 30th 2013 edition of the Business section of the *Patriot Ledger*. The terms of the acquisition did not include the physical location but did include a past customer base of more than 60 years, the local phone number, website and any inventory. Dave Johnson, former owner, had nothing but praise for the well established Quincy Memorials. "I knew during the transition process that I made the right decision to leave my family business in the hands of Quincy Memorials. They showed that they are trustworthy and have the ability to support the families of Weymouth for many years." <http://www.patriotledger.com/news/x1815315616/Quincy-Memorials-buys-Weymouth-competitor>
2. The second milestone was the organizing and sponsorship of the First Annual Free Cemetery Cleaning Event at St. Paul Cemetery in Hingham, MA on the Saturday of May 18, 2013. With the help of St. Paul's Parish and Keohane Funeral Home the event was a success. It was a way to thank the community for their support over the years by cleaning any stone at the cemetery that a family asked. In the 4 hours Quincy Memorials was there, the 2 cleaners, cleaned about 18 stones. Plans are to expand this to other cemeteries in 2014. It was covered in the June 19th 2013 edition of the Business section of the *Patriot Ledger* (see attached).
3. 2013 also saw 2 of its employees take leadership positions at their respective community clubs. Bryan Poirier started his first term as president of the Plymouth Kiwanis Club and is being installed for his second in 2014. Some of the positive community work that this club does includes, sponsoring a circus to come to town, organizing the Christmas Tree Lighting in Downtown Plymouth, and providing scholarships to the local schools. The Kiwanis Club also provides turkeys to needy families during the holidays, rings the bell for The Salvation Army, and sponsored Chris Herron to speak at Plymouth North last November. It was announced in the October 21st 2013 edition of the *Cape & Plymouth Business magazine*. <http://www.capeplymouthbusiness.com/news/show/4158>.
4. Jeffrey Poirier was installed as President of Quincy Lions Club. The Quincy Lions Club raises thousands of dollars each year for eye research, scholarships to local high school students and other community projects. It was announced in the August 27th 2013 edition of *The Patriot Ledger*. <http://www.patriotledger.com/answerbook/quincy/x1803821015/Jeffrey-Poirier-named-president-of-Quincy-Lions-Club>
5. Quincy Memorials also continues its campaign on the importance of memorialization by continuing to distribute its information booklets to consumers, funeral homes, cemeteries, councils on aging, town halls, etc. Quincy Memorials was featured in the March 2013 issue of *MB News* about this very subject. Quincy Memorials emailed and mailed this article to all funeral homes and cemeteries that Quincy Memorials works with. The article *MB News* helped solidify some credibility by having our own industry organization back what Quincy Memorials has been saying for a few years now. <http://quincymemorials.com/info-center/>

Quincy Memorials buys Weymouth competitor

QUINCY —

Weymouth memorial headstone company [Sheehan Memorials](#) has been acquired by a local competitor, [Quincy Memorials](#).

Sheehan Memorials' property at 727 Washington St. in Weymouth was not included in the transaction, and has been sold separately. Sheehan will now be based out of Quincy Memorial's main location at 18 Willard St. in Quincy. The Quincy company operates at three locations: Quincy, Kingston and Waltham.

Sheehan's Washington Street building was also the private residence of former owner David Johnson, who has moved to Florida.

The price of the acquisition was not disclosed. Quincy Memorials senior manager Brian Poirier said the deal included Sheehan Memorials' name, customers, website and telephone number.

"We have a separate phone line for his customers. We answer it as 'Sheehan Memorials' so they're not surprised, and then explain what's going on," Poirier said.

Quincy Memorials also acquired Sheehan's inventory, which included 40 monuments.

According to Poirier, the acquisition of Sheehan is the first in his company's history.

Quincy Memorials was founded in 1950 and offers a range of services from providing headstones, monuments and lettering to cemetery cleaning. The company has been owned and operated by the Poirier family since 1979.

Sheehan Memorials was founded in Weymouth in 1949, and had been operated by the Johnson family for three generations.

Dan Schneider is at dschneider@ledger.com.

BIZ BRIEFS

DUNKIN' DAMPENS HOPES FOR RETURN OF DOUGHNUT ADS

NEW YORK — Don't expect to see Dunkin' Donuts' "Time to make the doughnuts" ad campaign anytime soon. "He's not coming back," Dunkin' Brands Group Inc. CFO Paul Carbone said at a consumer conference Tuesday.

"Time to make the doughnuts" ads ran for 15 years until 1997.

The Canton-based chain's focus has shifted toward beverages, which are the "holy grail" when it comes to profitability, said Paul Carbone. Hence the company's plans to stand by its "America Runs on Dunkin'" motto, which was launched in 2006. Dunkin' has more than 7,300 U.S. locations.

CAPE WIND GETS \$200M DANISH INVESTMENT

BOSTON — The Cape Wind offshore wind project has secured a \$200 million investment from a Danish pension fund in what its president says is a milestone for the proposed 130-turbine project.

The \$2.6 billion Cape Wind project aims to be the nation's first offshore wind farm. But the project, proposed in 2001, has been beset by lengthy review and entrenched opposition and has been seeking investors.

PensionDanmark's chief executive, Torben Moger Pedersen, noted the fund has already invested in two offshore wind projects in Denmark, and said it was "delighted to participate in the Cape Wind project."

In March, Cape Wind said The Bank of Tokyo-Mitsubishi UFI would coordinate its financing, and also invest in the project, but no specific commitment was disclosed. Cape Wind has said its turbine supplier, Siemens, was tentatively committed to a \$100 million investment.

CHANGES SOUGHT IN CELLPHONE TAX LAW

BOSTON — Representatives asked their colleagues at the State House on Tuesday for a change in the law that determines the sales tax on mobile phone purchases. Currently, cell providers often offer deep discounts on cellphones if they are bundled with a service agreement, but in those instances customers pay the state's 6.25 percent sales tax on a dollar amount closer to the value of the phone rather than its cost at the sales register.

One official noted that aside from individual-to-individual sales of cars, cellphones are the only product where the sales tax paid is not based on the amount paid on the purchase.

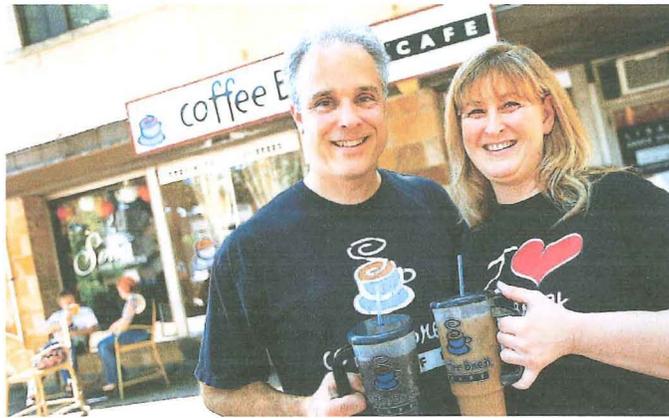
STOP & SHOP TO OPEN NEW SOMERVILLE STORE

QUINCY — Stop & Shop Supermarket Company LLC will open a second Somerville store, this one on Alewife Brook Parkway, on Friday. It acquired the lease of the former Johnnie's Foodmaster in Somerville in February 2013. The new store will employ approximately 100 full- and part-time workers.

Nationwide, the company employs about 62,000 people. It operates more than 400 stores throughout Massachusetts, Connecticut, Rhode Island, New Hampshire, New York and New Jersey, plus 200 Stop & Shop Supermarket stores in other parts of the company.

SOUTH SHORE INSIDER

JEN and DONNY ORMOND



Donny and Jenn Ormond have run Coffee Break Cafe in Quincy for 17 years. They are standing in front of their Parkingway shop in Quincy Center, one of their three Quincy locations.

Brewing something out of nothing

Couple behind Quincy coffee shops still learning 17 years later

By Dan Schneider
THE PATRIOT LEDGER

QUINCY

In 1996, Jenn and Donny Ormond were working as a waitress and a cook in a Quincy function hall. Jenn, then a student at UMass-Boston with a caffeine addiction, constantly complained that there was nowhere in the area to get a decent cup of coffee. Donny finally said, "Why don't we stop complaining about it and start doing something about it?"

With nothing but some credit cards and a passion for coffee, the Ormonds were able to build Coffee Break Cafe. They have three shops in Quincy that employ 40 people and brew 300 pounds of coffee every week.

They are targeting July for the opening of their fourth location, this one in Milton. That shop will share space with Bents Cookie Factory near Route 28.

Now in their 17th year of business, the Ormonds say that while they truly love their work, making it on their own as first-time entrepreneurs has meant constant struggle and self-education.

As the owners of a small business, do you often find yourselves wearing a lot of hats?

Jenn: We are literally Ma and Pa here. We're the owners, we're the marketers, we're the negotiators, we're the delivery people, we're human resources, we're the bookkeepers.

Donny: In business, if you can't afford a position you tend to take it on yourself—that's the essence of the "many hats" theory.

How did you capitalize when you first started Coffee Break?

Jenn: We did everything wrong. We did credit cards and personal loans to start up. Because we were young, and thought "We don't need a business plan!" That changed. I'd say about three years into business we sat down, wrote up a formal business plan, and applied for a loan. You definitely need to make a business plan. There are questions

that you don't think about when you're starting up. **Was there a steep learning curve when you first opened shop, having no prior experience in running a business?**

Jenn: Everything is still on a learning curve, honestly. We're still learning who to do business with, and how to do what's best for us and our brand.

There were a lot of games to learn. At the start, we had no idea that prices were negotiable, or that if you ordered in volume you could get a better price. No one steps up to tell you that, because if you're willing to pay \$7.00 for one case of cups, they're going to take it.

Where do you face your stiffest competition?

Donny: Well, independent coffee shops can do well no matter where they are in relation to each other. Competition is good.

Jenn: It's the big companies that make it tough, the one's selling cheap coffee for 99 cents and drive-thru, fast food places that sell coffee.

Donny: We pay about five or six times more per pound than other, bigger companies pay. There's so much that goes into a coffee bean to get a higher grade of coffee, which is usually more expensive and comes in smaller quantities. A company like Starbucks isn't usually able to sell specialty coffee because there's just not enough of it grown.

What would you say to someone who wants to open a business of their own?

Donny: Don't get discouraged. Real entrepreneurs, if they don't succeed the first time, can take another nine or 10 times to find the recipe for success.

Jenn: When we started this, I was a bartender and (Donny) was a cook. And we're not too proud, if things don't work out, to go get another job. That's the attitude that you need: that it's OK to be broke for a little while, or even a long while.

Dan Schneider may be reached at dschneider@ledger.com.

New Legal Sea Foods gets liquor license

Eatery across from Plaza to open in November

By Fred Hanson
THE PATRIOT LEDGER

BRAINTREE — Starting in November, customers will have their choice of Legal Sea Foods restaurants in Braintree. At least for a while.

The town's license board Tuesday approved the transfer of a liquor license to Legal for a new, 270-seat restaurant at 30 Forbes Road in the South Shore Plaza complex.

That's across Route 37 from South Shore Plaza, which houses another Legal Sea Foods.

The new restaurant is scheduled to open in mid-November, and the Plaza location will remain open through the end of February.

Richard Heller, senior vice president and general counsel for the restaurant chain, said the mall location is staying open "to honor our obligation under our existing lease."

The board approved the transfer of the liquor license held by Karma Trustee LLC to Legal Sea Foods for the Forbes Road location. Heller said that once the South Shore Plaza location closes, that liquor license will be transferred to Forbes Road and the other returned to the trust.

Frank Marinelli, a lawyer representing Karma, said the company has spent \$20 million renovating the former Sheraton Braintree hotel into a smaller Hyatt Hotel and retail shops.

"We are very pleased to have such a highly recognized company like Legal Sea Foods occupy this space," Marinelli said.

The restaurant will be on the second floor of the main retail building of South Shore Plaza, which already houses food tenants such as Starbucks, Five Guys Burgers and Fries, and Potbelly Sandwich Shop.

Ed Mitchell, director of design and construction for Legal, said the entrance to the restaurant will be on the upper level, same as for the hotel. There will be a set of outside stairs leading up from the lower parking lot to the restaurant entrance. Parking will be on both levels.

Heller said the restaurant will not offer valet parking when it opens.

Of the restaurant's 270 seats, 50 of them will be on an outdoor terrace for seasonal use.

Fred Hanson may be reached at fhanson@ledger.com.

GOOD WORKS

Corporate contributors to the community

BAYCOAST BANK STARTS THE 'JUST RIGHT' MOVEMENT

As a part of a new campaign encouraging people to do what's "Just Right," a group of employees at BayCoast Bank have arranged ice cream socials at local schools, spent time at animal shelters and delivered flowers to nursing homes. The bank is hoping that their actions will inspire others to do similar good deeds, and help to empower their communities. BayCoast Bank is based in Fall River.

BRIDGES BY EPOCH IN HINGHAM RAISES \$3,000 FOR GIRL'S FOUNDATION

Bridges by EPOCH, a memory care community in Hingham, raised more than \$3,000 at a special carnival-style event organized by staff and residents in support of the Hope for Caroline Foundation. The foundation was established by the parents of Caroline Crepe, a local 5-year-old diagnosed with a rare pediatric cancer, who recently passed away. The event and local businesses donated items that were offered



BayCoast Bank's "Just Right" crew helps a customer at Lees Supermarket in Westport load groceries into his truck.

QUINCY MEMORIALS SPONSORS FREE MONUMENT CLEANINGS IN HINGHAM

Monument provider Quincy Memorials sponsored free monument cleanings at St. Paul's Cemetery in Hingham on May 18, in conjunction with Sheehan Memorials of Weymouth and Keohane Funeral Home of Wollaston. During the allotted four-hour window, Quincy Memorials provided two cleaners and cleaned a total of 16 monuments.

WHO'S DOING THE WORK?

Is your company or a co-worker giving something back to the community? Help us recognize them every Wednesday by sending information for our Good Works column to btnews@ledger.com or fax us at 617-786-7848.

Quincy Memorials Senior Manager Bryan Poirier re-appointed President of the Kiwanis Club of Plymouth



Published on Monday, October 21, 2013

Bryan J. Poirier, Senior Manager at Quincy Memorials, and a resident of West Bridgewater, will serve a second term as President of the Kiwanis Club of Plymouth, beginning in October.

Kiwanis is an international organization focused on serving the children of the world, one community at a time. Poirier has been a member of the club since March of 2009 and his second consecutive term begins in October.

Although Quincy Memorials is located in Kingston, they serve a great deal of families from Plymouth and, he said, serving in a local club is the company's way of thanking the community for their support. "I am proud to be a member of Kiwanis and for the work the club does every year."

Some of the services the Kiwanis Club provides provide for the community include sponsoring a circus to come to town, organizing the Christmas Tree Lighting in Downtown Plymouth, and providing scholarships to the local schools. The Kiwanis Club also provides turkeys to needy families during the holidays, ring the bell for The Salvation Army, and sponsored Chris Herron to speak at Plymouth North last November. "We are small group but we are always looking for new members to help grow and provide even more to the community," he said. Anyone interested in hearing more about what the Kiwanis club of Plymouth does and when they meet, please contact Bryan at bryan@quincymemorials.com.

About Quincy Memorials

Quincy Memorials is a leading provider of enduring, beautiful monuments, skillfully created to help memorialize a loved one. With locations in Quincy, Kingston and Waltham, Quincy Memorials serves the needs of families in Eastern Massachusetts and beyond. Quincy Memorials has been operated under the ownership of the Poirier family since 1979, when Yves and Donna Poirier purchased the business. Both Yves and Donna grew up in the granite industry in Barre, VT; and Quincy Memorials traces its roots back to 1950. Today, Yves and Donna are joined in the business by sons Jeffrey and Bryan. The main headquarters for Quincy Memorials is located at 18 Willard Street, Quincy. The company provides monuments, mausoleums, markers, benches, signage, cemetery lettering & cleanings, address lettering, bronze, pet memorials and much more. Quincy Memorials provides a variety of services to assist customers, including a pre-need program. For additional information on Quincy Memorials, please visit their website, www.QuincyMemorials.com, or call 617-471-0250.

Jeffrey Poirier named president of Quincy Lions Club

QUINCY —

Jeffrey Poirier was named president of the Quincy Lions Club for 2013-2014 at a recent dinner reception and dinner held at The Neighborhood Club.

Other positions announced were Joe Doyle as vice president, Bonnie Peacock as secretary and Amy Huber as treasurer.

At the reception, Poirier discussed his plans for the year, including focusing the Quincy clubs activities in areas that support community and environmental initiatives.

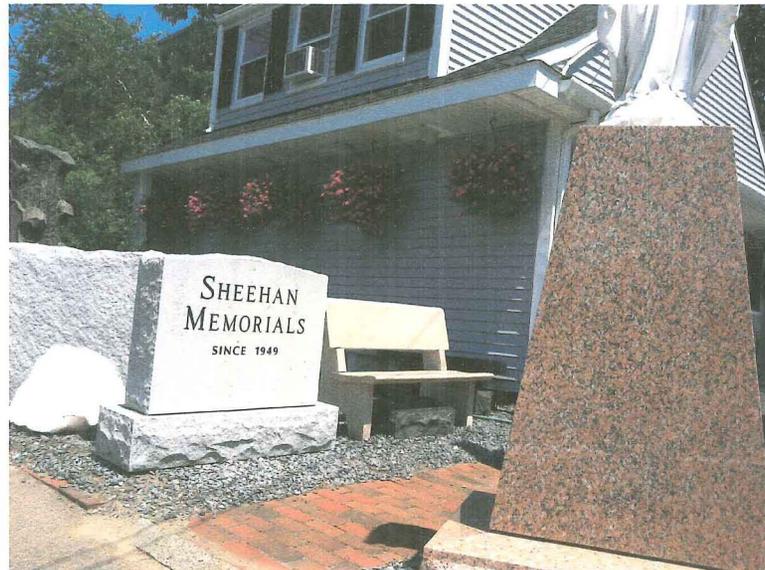
Poirier is senior manager with Quincy Memorials, president of the Ward 4 Neighborhood Association and a director with Viridian Energy. He was recognized as an emerging South Shore leader with the Stars "40 Under 40 Award."

The Quincy Lions Club raises thousands of dollars each year for eye research, scholarships to local high school students and other community projects.

By Mary Pavlu

[The Patriot Ledger](#)

Posted Aug 27, 2013 @ 05:31 PM

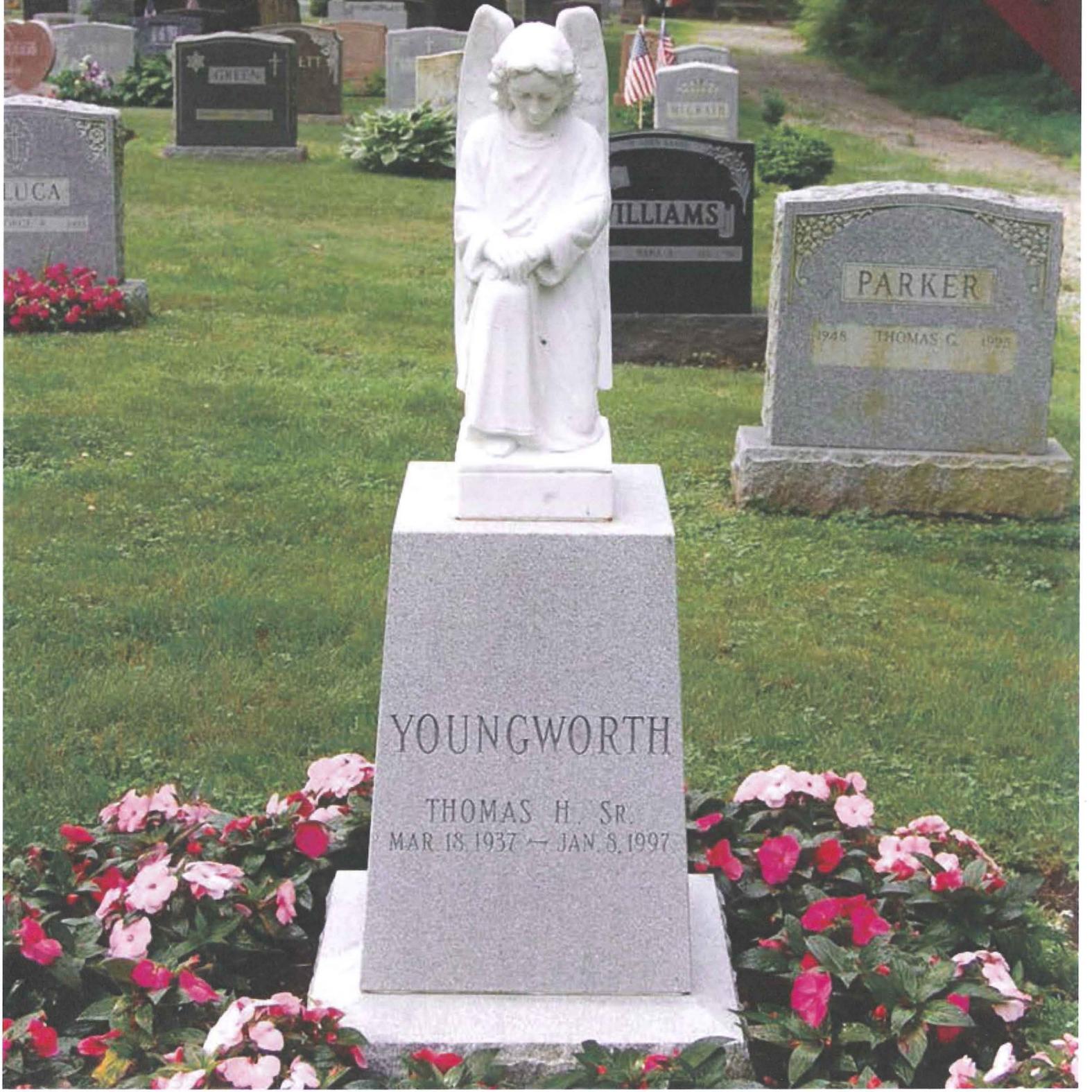


MB news

MONUMENT BUILDERS OF NORTH AMERICA

March | 2013

Sales &
Marketing Issues





QUINCY MEMORIALS, INC.

"A Quincy Memorial is Your Guarantee of a Quality Memorial"

Mausoleums * Monuments * Markers * Benches * Bronze * Cremation Stones
Cemetery Lettering & Cleaning * Address Lettering * Signage * Plaques * Pet Memorials
www.QuincyMemorials.com

Member Spotlight



Bryan's brother, Jeff (above), serves as the Client Representative and Manager of the Waltham location pictured on the left.

the granite industry in Barre, Vermont.

Donna's grandfather, Rudolph Rouleau, and her father, Lucien and family, were owners of Rouleau Granite Company in Barre. It was once one of the largest granite and memorial manufacturing business in Barre, and she remains proud that Barre still quarries some of the best and most beautiful granite in the world.

Her maternal grandfather and Yves' father were both stone cutters and designers in the granite

manufacturing plants. So Bryan and his brother Jeff are now the fourth generation involved in the memorial industry.

"I came on board full-time in 2008, while Jeff has been active since 2005 and serves as Client Representative and Manager of our Waltham location," says Bryan Poirier. "We have our main operation in Quincy, as well as operations in Kingston and Waltham. We are very proud to work together and serve Eastern Massachusetts with high quality memorial tributes."



Ann Hefner serves as the Kingston Branch Manager pictured on the left.

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Memorializing Creains

"Today it seems that many people are lost when it comes to memorialization, and often don't see the value," notes Poirier. "Even if cremated, it is still important to memorialize a loved one, as it helps the grieving process for the individual."



"For the family to remember that a person lived, they need something by which to memorialize them. It becomes a place for family to go, and many families that I have talked with often regret if they do not have a proper headstone."

Poirier relayed a terrible, true life story regarding a cremation that happened because they were not properly memorialized. "One of my Kiwanis member friends had a very unique story about cremation ashes. Her father in law was cremated and half of the ashes were scattered at sea."

"The other half were forgotten and were in the back of the son's truck. The truck happened to get totaled in an accident and was sent to be demolished."

"This friend received a phone call that there were some ashes discovered in the back of the truck before it was demolished. Luckily they found them and mailed the ashes back," says Poirier.

"The ashes were then kept secure, and upon the death of his wife, were buried with his wife. His name was

engraved on the monument so that there was a permanent record that he existed and a place for family to visit."

"I think this is a good story for two reasons. It gives an example of random things that can happen with cremation that just would not happen with burial. It also shows that the family both scattered and buried the ashes, as they felt it was important to have a memorialized resting place for their loved one," adds Poirier.

"Another large problem with cremation is that many times family members are just not picking up the remains of their family member from the funeral home. There must be some dehumanization that takes place for this to happen, and it is sad because these people do not have a tribute to the departed."

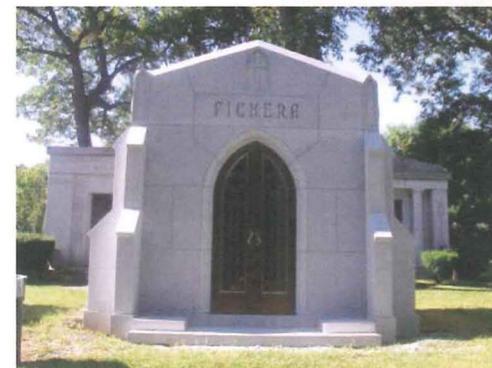
Threats to the Industry

"Many people within our industry see cremation as the biggest threat to our industry," notes Poirier. "But I believe a more important threat is the lack of customer education, and how people view of memorialization of the cremated."

"That simply needs to change. I wrote a recent letter to former MBNA President Don Calhoun expressing such, excerpts of which I want to share in this article (see page 24)."

"It is not about whether a person gets cremated or conventionally embalmed. It is more that they simply need to know the importance of a memorial to the departed and family," adds Poirier.

"In serving on the MBNA Cremation Committee, with the use of information provided by *MBNews*, and with the introduction of the new video series by *MBFilms*, we are able to better inform and educate people on the value and service we provide to them. *MBFilms* may prove to be our best marketing tool in a number of years, as these videos are simply another great opportunity to market our profession to new generations." **MB**



LETTER TO DON CALHOUN

Dear President Calhoun -

I am writing to you because I have concern for our industry's future. Our industry needs to take a proactive role and educate everyone so that our potential customer pool becomes larger. We need to educate everyone on the importance and value of memorialization so that more people will come to us.

If you ask a memorialist, "What is the biggest threat to the memorial industry today?" most will say cremation. I disagree, to an extent.

Just because you are cremated does not necessarily mean you cannot or should not be memorialized. The biggest threat to the memorial industry today is the lack of value that many people perceive in memorialization. If this view is not changed, then cremation won't matter at all. To many people, a memorial is no longer a necessity, and to many it is just a waste of money. Just as a funeral director these days must justify and sell the value of a service, we as memorial dealers need to justify and sell the value of a memorial.

Our biggest threat is the person who says they are going to be cremated and scattered, not the one who says they are going to be cremated. This view of cremation has made the cemetery and monument optional, when once it was customary and clockwork that when you died, you were to be buried and buy a headstone.

We as an industry need to take on these threats head-on, or there will be no industry, as cremation and negative views on memorialization keep gaining steam. We need to re-educate people on the importance of memorialization.

The best time to do this is around the time most people are thinking about memorials...Memorial Day! We as an industry need to own that holiday like the candy industry owns Halloween.

It takes a joint effort from the entire death care industry, funeral homes, cemeteries, cremation industry, etc to deliver the value properly and clearly. If these other parts of the equation don't stress the value and importance of memorialization, then how can we expect the consumer to feel any different?

By stressing the importance of memorialization, families will be less likely to complain about the cost of a permanent structure that that they perceive to hold tremendous value. Value is what we must sell. If the value is there, then our pool of customers will grow and so will our industry.

I challenge us all to find and create unique ways to get the message out.

"Human beings are not as concerned with how long they will live, but how long the memory of their life will live." Sincerely,

Bryan James Poirier
Sales & Marketing Manager
Quincy Memorials, Inc.



Member Insights – Bryan J. Poirier

MB NEWS: How did you get started in the memorial industry? What was your first job in it?

BRYAN J. POIRIER: I have been helping out in the family business as long as I can remember. I started out stapling index cards, filing folders, and cleaning the office. When I obtained my driver's license, I started cleaning stones and chasing rubbings. I always knew that someday I would be involved full time.

MB: How/why did you start/maintain the business?

BP: My great-grandfather, Rudolph Rouleau, started Rouleau Granite, a manufacturer in Barre, Vermont. My grandfather, Lucien Rouleau, ran the company for over 30 years, making it one of the largest manufacturers in Barre. My other grandfather, Rosaire Poirier, worked in the sheds as a stone cutter and designer. My parents bought Quincy Memorials, Inc. in Quincy, Massachusetts in 1979, and have been managing it ever since. The short answer is, "It's in my blood."

MB: What are you most proud of in your profession?

BP: I know that the product and job I do may not be what many people consider to be fun, or something they want to do, but I know people need us and really appreciate the final result. People entrust us to create a dedication to someone they loved deeply in their lives. That is truly an honor.

MB: What are you least proud of in your profession?

BP: Memorials are a very emotional purchase, and sometimes we forget that the more we work the day-to-day aspects of the death industry.

MB: What gives you the most joy in life?

BP: My friends and family, who I also enjoy spending time with, would say winning...but I would say just the thrill of the competition. Losing isn't the worst thing when you enjoy the ride. You know what they say, "If you don't fail, it means you aren't trying." I also enjoy being outside in the sun and in nature.

MB: What do you dislike most in life?

BP: Maintenance. I like progression. For example, I would much rather plant a new garden than mow my lawn. However, it still needs to be done, and I know that.

MB: If there were three portraits on the wall behind your desk, other than family, who would they be and why?

BP: There would definitely be a portrait of my family, so there would have to be four, because they are what we are doing everything for and are the ones that stick with us through the good and the bad.

While I understand he is also family, the first would be a picture of my grandfather, Lucien Rouleau. I wish he could have lived long enough to pass down more of his knowledge of the business. However, to this day, I sometimes read old memos that he wrote as President of Rouleau Granite.

The second would be a picture of the New England Patriot's banners, because to me they and the team represent hard work, success, and admiration.

The third would be our company logo. When I look at that logo, I think to myself about what I want the logo to represent, and that starts the ideas flowing.

MB: If you were not a monument builder, what would you be?

BP: Before I joined the family business, I was a marketing analyst, and enjoyed it very much. In fact, I have brought a great deal from what I learned during those years to help grow and analyze Quincy Memorials. I could also see myself teaching marketing someday.

MB: Why would you do that?

BP: I have always taken great interest in branding, positioning, and figuring out why one company or person is more successful than another.

MB: What would you expect the epitaph to be on your monument?

BP: The one that I really like, and is on the back of my business card, is, "Don't cry because it's over, smile because it happened."

When I think of someone in my life that has passed, this brings me comfort and makes me think about the good times when they were alive, rather than that they are now gone.

I would also like the Poirier family motto somewhere, which is "Onques Ne Fauldray," which is Latin meaning "Will Not Fail." I take this not to mean I can't ever lose, but more to mean that if I work hard and treat others with respect, I cannot ultimately fail.

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Contact:

Member Spotlight

Member Spotlight

Marketing to the New Generations

“Today it seems that many people are lost when it comes to memorialization, and often don’t see the value. Even if cremated, it is still important to memorialize a loved one, as it helps the grieving process for the individual.”

With the growth of a global family base, marketing to new generations of customers becomes ever important to business growth and expansion. Bryan Poirier, who serves as Marketing/Sales Manager as well as Client Representative with Quincy Memorials in Massachusetts, has generated a unique approach to this audience.



Bryan Poirier

“We have created an information booklet which goes over things that we feel people need to know in shopping for a monument,” adds Poirier. “We have even written and posted several segments to our website.

“This booklet is a great marketing tool to give to individuals, as each section contains easy to read information and not in-depth articles. They can take this information home, share it with the family, and this helps educate them on the importance of memorialization.”

“We also give these to our partners in the death care industry, such as cemeteries, funeral homes, and with pre-planning councils on aging. Likewise, we have sent them to churches for bulletin use, along with local newspapers and magazines,” says Poirier.

“It is very important to get this message out, as nothing is necessarily proprietary to our company since much of it was gleaned from our participation in MBNA. We have decided to publish this general information in future issues of *MBNews* in order to present the information and ideas to monument builders across North America.”

(Editor’s Note: Please keep an eye out for these future articles during 2013!)



Quincy Market

“Our customer base surrounds the greater Boston area,” notes Poirier. “When someone comes into our showroom, I like to first ask them if they have something in mind.

“If they don’t, I direct them toward our inventory. This allows them to walk around, get some ideas on what we have, and then we can meet and plan from there.”



“We also have a video monitor which displays a hundreds of memorial pictures, which also allows families to focus and discuss together,” says Poirier. “We feel it is important to then ask a few clarification questions regarding the interests of the departed, which always helps best memorialize a family member.

“In our market, we use a lot of Barre gray, Mountain rose, black, and various ranges of darker gray colors which are popular in our region. We also have a high Irish-heritage population base, so utilizing green colors is also important.”

“Size ranges are varied, as it is most important in the planning process to show what is possible,” says Poirier. “While 90 percent of customers may still opt for two and three foot serp tops, displaying options we have found helps them in their decision.”

Company History

Quincy Memorials, Inc., was founded in 1950 by The Ricciardi Family. In 1979, 29 years later, the business was purchased by Yves and Donna Poirier. Yves runs the company and main office, and Donna is semi-retired but still active in the business. Both of them grew up in



Yves Poirier



Quincy Memorials, Inc.

Everything You Need to Know About Memorializing: Cremation, Pre-Need, Pricing, Lettering & Engraving

A Quincy Memorials Customer is an Educated Customer.

**Cremation?
Read this!**

- 8 Reasons to Memorialize with a Monument
Even if Cremated! (pg. 2)
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For more articles and information

Visit: www.QuincyMemorials.com

Call Now: **1-800-696-4402 for our FREE
24 Page Catalog**

Email: info@quincymemorials.com

Fax: 617-472-2030



See reverse for our 3 convenient locations:
Quincy, Kingston, Waltham

8 Reasons to Memorialize with a Monument (Even if Cremated)

1. **Cremation** is a method of preparing a body and **does not take the place of a funeral service or a proper monument**. A person may choose to be cremated, but that does not mean they do not wish to be honored and memorialized. Remains can still be buried in a family plot, interred in a family columbarium (**top left of page 3**) or placed in a communal columbarium.
2. A monuments serves as an **everlasting tribute** to a life well lived and life worth remembering. It is a representation of that person and how they lived; it is a final gift. Monuments can be custom made and personalized to honor and depict that person the way he /she and family would have liked to be portrayed. Such timeless monuments as the Lincoln Memorial, the Taj Mahal, the Vietnam Veterans' Memorial and the Great Pyramids were erected to memorialize great leaders and unforgotten heroes. They are how we remember the people who were important in our lives, from Parents to Presidents.
3. Monuments provide a **peaceful focal point** where family can visit and be with their loved one and family. Cemeteries are tranquil places where you can feel comfortable visiting without judgment.
4. Monuments serve as a **permanent record** for future generations and genealogy. People often walk cemetery grounds to appreciate these works of art and history.



5. Psychologists say that remembrance practices, from the funeral or memorial service to permanent memorialization, serve an **important emotional function** for survivors by helping to bring closure and allowing the healing process to begin. Providing a permanent resting place for the deceased whether it be traditional interment or cremation, is a dignified treatment of a loved one's mortal remains, which fulfills the natural desire for memorialization.
6. Monuments and memorialization have in some way or another been a **part of every society** as far back as we have records.
7. Granite is **symbolic in that it is everlasting**, much like the love that was shared by and toward your loved one.
8. **Many people have regretted scattering** the ashes of their loved ones and not memorializing them properly. Consider a memorial in a permanent & accessible place where survivors and descendents can visit and remember a loved one. If you still wish to be scattered, it is suggested that half be scattered at a location and the other half be buried in a family lot or interred in a cremation memorial (**pictured at top left**) or columbarium. You do not want to deny your loved one the privilege of being honored and remembered for generations to come.

10 Benefits to Prepare and Pre-Pay for a Memorial

1. **Shared Decision** - You spend your whole life preparing and making critical decisions with your loved ones. Why should this decision be any different?
2. **Estate Planning is Complete** - The monument is one of the last steps in the process. Estate planning is not done until the memorial has been included. You can use the process as a spend down.
3. **Family Matters** - Unfortunately disputes can arise concerning the details of the monument or memorial. Avoid this confrontation by taking care of you monument now.
4. **Life Insurance is Used for Intended Purposes** - Your life insurance is used for its intended purchases, which is to take care of those you love and care about.
5. **Risk Free** - You actually see the finished product and it is all pre-paid and prepared before the time comes. All that is left is the minimal cost of engraving the final lettering.



6. **Stress Free** - A critical decision will not have to be made at such an emotional time after a death. Becoming aware of your options before having to make quick decisions will ease the difficulty when going through the design process.
7. **Hedge Against Inflation & Financial Responsibilities** - No matter what happens, memorialization will be complete. We can't predict our financial future. Certain troubles can delay or indefinitely keep families from purchasing a proper memorial in a timely manner. Make sure your legacy is preserved in stone.
8. **Range of Options**- As time goes on, your options for memorialization are limited. Certain granites may not be available any more and space is becoming more and more limited. Restrictions at cemeteries on size, shape, color and design are increasing.
9. **Lasting Legacy** - Memorialization has been a time-honored tradition dating back thousands of years. Having your family's sacred ground chosen and identified with a memorial ensures that your legacy and heritage will live on forever.
10. **The Process can be Fun & Fulfilling** - The design and decision process can often be fun, believe it or not. It allows you to reflect on your life and discuss it with family and friends to come up with a way to best represent the life you lived.

10 Mistakes Not to Make When Choosing a Memorial

- 1. Not Being Prepared** - Consider ordering a memorial pre-need, before prices and availability change. You will be able to customize the stone to your liking and not burden your family later. Many families purchase cemetery lots and make funeral plans pre-need, so why not order your stone ahead of time and see the finished product? [See page 4](#) in this booklet for more reasons.
- 2. Feeling Pressured** - Losing someone you love is very difficult and so can the process of buying a memorial after a loss. A memorial should not be purchased until you and your family are ready. You should not be pressured to purchase sooner than you want. Depending on the family, situation and person, a memorial can be purchased right away or even months after.
- 3. Choosing a Company Based on Price** - During this time, you will want the best service and professionalism that fits within your budget. An experienced monument company should be able to guide you respectfully and efficiently through the step by step process, answer any questions you may have and show you the Differences the Details can make ([see page 10 in this booklet](#))
- 4. Lack of Knowledge of the Process** – Not knowing what steps to take during this emotional time can put additional stress on you and your family. Style, Size, Color, Design, Lettering and Additional Features are the main things you need to decide when purchasing a memorial. You can go to www.QuincyMemorials.com for the **7 Step Process** to ensure a smooth process.
- 5. Not Knowing About Cemetery Restrictions** - Many cemeteries have restrictions on size, style and type of stone you can place on your lot, so remember to ask the cemetery while purchasing your lot. Most monument companies will know about certain restrictions, but it makes it easier,

for you to decide what you like ahead of time if you know what you are allowed. Bring your deed to the monument company for a smoother process.

- 6. Lack of Knowledge of Approximate Price** - Unless you have bought a memorial in the past, you probably have no idea what to expect a monument to cost. To fully understand why granite is priced how it is, you must understand the long and detailed process it takes to create. [See page 12](#) for more info on the process. Pricing can range from under a thousand to several thousand, depending on the intricacy and size of the memorial. Call a monument company for general pricing, but be prepared to answer a few clarification questions first before receiving an accurate price. For more pricing factors see [page 8](#) in this booklet.
- 7. Failing to Ask What is Included in the Price** - Be sure to ask what is included in the price of the memorial. The price may or may not include the Family Name, deceased name and dates, and installation. To be safe, ask if there are any additional charges that may be applied.
- 8. Waiting Until the Last Minute** - If you need the memorial completed by a certain date, make sure to give plenty of lead time as the process can take several weeks. Also the more customized the stone, the longer it will take. Memorial Day is a busy time for monument retailers. If this is an important deadline, make sure to plan months in advance to ensure completion for the holiday.
- 9. Not Asking Enough Questions** - Try not to assume. The process should be seamless if done correctly and efficiently. Don't be afraid to ask as many questions as you want.. A good monument company should ask a lot of questions in order to ensure the best and most accurate service.
- 10. Lack of Knowledge of Materials** - Some early memorials were built of bone or wood, but the most durable is stone. We know from the pyramids and ancient tombs that stone is everlasting. Granite is the most common today due to its resilient nature, affordable price and variety of colors.

10 Memorial Pricing Factors

1. **Type** - The different types of memorials are markers, slants, uprights, benches, above ground crypts and mausoleums. Each have different pricing based on the size and difficulty of manufacturing and installing.
2. **Size** - Monuments weigh a lot. The bigger the stone, the more they weigh and the harder they are to handle and transport.
3. **Color** - Pricing is determined by rarity, country of origin, and how easy it is to quarry quality pieces. One color pink can vary in pricing from another color pink.
4. **Shape** - The most common shape is serpentine. It has straight ends and a slightly belled shaped top. As the design gets more intricate, the price increases. Custom shapes such as heart shaped, cross shaped, book top, and columns are also more expensive.
5. **Polish** - Most memorials are polished on the front and back. Some are polished on the top, sides and in some cases a 2" polished margin on the base for extra sharpness. Be prepared to pay extra for this polishing. Aside from the sharper look, polished stones are easier to clean and stay cleaner longer.
6. **Type of Carving/Design** - There are 5 major types of carvings: flat, shape, extra deep, sculpture and etching. Sculptures are the most expensive due to the fact they are hand-sculpted and take many more man hours. Flat carvings are the least expensive but do not have the same depth and feel that the slightly more expensive shaped carvings have. Not everything can be or should be shaped though.

Extra deep carvings are best used with roses and are worth the extra expense in how realistic and beautiful they turn out. Etchings, which are priced similar to shaped carvings, are great for custom pictures. However in order for them to show brilliantly they must be done on a darker, more expensive stone.

7. **Epitaphs** - Some places will allow you a certain amount of letters or words for an epitaph. Others will charge extra. This is because one person's idea of an epitaph is much different from another's. One person may want a four word epitaph and another may want a four line poem. In most cases if an epitaph is included, they will limit the amount of letters you can use. They will then charge by the letter if it is over.
8. **Fonts** - Fonts in general do not vary in pricing but there are some that require more steps in order to be done right. You will pay slightly more for raised letters or gold leaf lettering.
9. **Additional Products** - There are many different products you can choose from to help decorate your stone. Memorial display cases, porcelain portraits, vigil lights, vases, flag holders, or wreath brackets are just a few that can be purchased to enhance your stone.
10. **Note What is Included in Price** - Some companies will have a price for the stone and will itemize each part of the monument. Other companies will have an all-inclusive price for the monument, design, family name, deceased name and dates, epitaph, as well as installation. Most places will separate the tax and cemetery foundation charge due to the fact it is different at every cemetery and is paid through to them.

10 Reasons to Choose Quincy Memorials

Quincy Memorials prides itself on the convenience we provide our customers. We strive to help you in the best way to meet your needs. QMI offers you the most options and some of the best customer service in the industry. Quality, Convenience and Customer Service are our main goals.

1. QMI has **3 convenient locations in Quincy, Kingston & Waltham**, serving most of Eastern MA. All sites have **ample displays** so you can see, touch and feel the product. QMI is **open 6 days a week and 24 hrs by appointment** and also offers **home visits**.
2. QMI has one of the **best Websites in the industry** (www.QuincyMemorials.com). Its extensive and informative format makes it easy for customers to see examples of our work and styles. It also takes customers through the **7 Step Process** of buying a memorial, making a **Quincy Memorial customer one of the most informed buyers in the industry**.
3. QMI has an **exclusive FREE 24 Page Full Color Catalog** with many designs to choose from. It can be requested and mailed at your convenience. QMI also has **in-house books** with thousands of design ideas, options & symbols for all interests and life styles.
4. QMI can be reached **Toll Free at (1-800-696-4402)**, by **Fax (617-472-2030)** and by **email (info@quincymemorials.com)** for your convenience.

5. While other retailers are strictly selling international colors and granites, **QMI continues to sell Domestic American made granite**. Even when an International color is needed, the design work is still done locally.
6. QMI has **Competitive Pricing**. We price our monuments fairly and competitively. Options start at \$995, with some low priced inventory items. QMI pricing always includes **Family Name, Name & Dates of deceased, Design, and Installation of your monument**.
7. QMI is a **family owned** and run business and has been serving families for **over 60 years**. You can rest assured we are experienced and will be able to help you design and select the memorial that is right for your needs.
8. QMI offers **payment plans** and budget terms if needed and accepts **cash, check or credit card**. We ask for a **50% deposit** and the rest can be paid off in the months following.
9. QMI **guarantees satisfaction**. If you are not completely satisfied, we will replace it.
10. QMI uses only the **most qualified and experienced engravers for each individual job**. Below is an example of the Difference the Details Make in a Quincy Memorial versus the rest. Notice the **Deep Cut Roses, Shape Carvings and Detailed Crosses**.

Quincy Memorials

Other Local Company



The Monument Manufacturing Process

Ever wondered how a Memorial is made from its raw materials into the custom everlasting commemoration of your loved one? Well the first step in this lengthy, dangerous and expensive process is to excavate the granite from the ground, or quarry as the digging site is called. These quarries are often hundreds of feet deep with jagged razor sharp edges of solid rock. Water drains into these massive holes creating a large pool at the bottom.

Different types of granite are quarried differently and in various parts of the world, but the main process is essentially the same. High magnitude explosives are placed in drilled holes in order to break apart the granite strategically so that it can be preserved for good use. These immense slabs of granite are then hauled out of the quarry and sent to the manufacturing plants where they are then cut using precision machines and diamond tipped blades.

The next stage is smoothing or polishing the stone. This process consists of buffing and grinding the stone with large machinery and water. It requires many stages before it shows the glossy shine that we see on many memorials. An unpolished (stealed) stone also needs to be taken through this process in order to smooth it down, but it would not go through as many levels of the grinding and buffing stages. The stones are then cut into the proper shape.

Next, they add the designs and engraving to the stones. A drawing needs to be made beforehand of where everything will go on the stone. This is often done on computers now, but some are still done using architectural tools. This is then approved by the customer to guarantee

accuracy. The design can then be put on the stone using sandblasters, lasers or hand carving tools depending on the design. Some designs are too intricate to use sandblasters and therefore must be hand-carved by quality craftsmen. These sculptures can take many man hours depending on the intricacy of the design. For the designs that are able to be sandblasted, a rubber stencil is made of the design. This stencil is attached to the stone using a light adhesive. The letters and design parts are peeled off and a sandblaster is used to penetrate the stone and create the depth and shadowing of the letters and design.

The immense and heavy product still needs to be washed, crated, transported and delivered to the cemetery plot. Since the granite weighs hundreds and even thousands of pounds sometimes, it must be handled using cranes and dollies. Even though it is heavy, it is also delicate and needs to be handled with care. The monument is now ready to be installed, but before it can be installed, a foundation must be dug and built days in advance so that the cement is solid to eliminate sinking and tipping. This is generally done by the cemetery. It is at this point of setting the stone when porcelain portraits and any other additional features like display cases, vases and vigil lights may be installed.

This lengthy process starts with a raw material and ends in a beautiful work of art. It is also a dangerous process that includes jagged rocks, deep quarries, hazardous dust and heavy lifting. But in the end, your family and friends are left with a beautiful memorial to commemorate your loved one that will last forever.



The Cemetery Lettering/Engraving an Existing Memorial Process

At some point, you may realize you need to add some engraving to an existing stone whether it is at the funeral home, at your home, or at the cemetery. It is something that a funeral home may bring up to you as the funeral process is not fully complete until a name and dates have been engraved on an existing memorial or a memorial has been purchased. The funeral home may take care of it for you, but if not, it is something that can be ordered completely over the phone by calling Quincy Memorials at **1-800-696-4402**. We will ask you these simple questions: Name of Cemetery & Town, Lot # & Section at Cemetery, Family Name on the stone, Present Names currently on the stone, New Lettering to add, Date of Birth & Death, and your contact Info.

Before you call, have your cemetery lot deed available to answer any questions about where the memorial is located. If you live in the area and can find out how the names and dates are lined up and laid out (full dates, abbreviated dates or just the years), that will speed up the process as you can get an estimate almost immediately that way. Pictures of the stone are very helpful as well. Otherwise, you will have to wait until we have inspected the memorial. Once you have received and double checked the free, no obligation estimate that we send and have made sure all the dates and spelling are correct, you will need to sign the contract and permit (if applicable) and send full payment upfront.

Once we receive your order, we must make our first visit to the stone and acquire a

rubbing/impression of the font, size and layout of the lettering on the stone. We do this by using the location information provided to find the stone and using a carbon paper to get the impression. Some stones can be difficult to find so any landmarks and directions can be helpful. We will also take a picture of the stone to make sure all desired lettering can fit. We then bring the rubbing back to our office and have a stencil made up based on the information gathered. We line up the name and dates as they should appear on the stone based on the rubbing with proper font and size. We have the stencil printed, finishing the preparation step.

The final step is the actual engraving of the lettering and is the second time we visit the stone. This can be done directly in the cemetery and does not require any removal of the monument. The back of our stencil has a light adhesive to apply to the specified area of the stone we are doing the lettering. The stencil is measured out accordingly to make sure it is level and centered to the other names and dates already on the memorial. We then set up all of our sandblasting equipment and take out the areas of the stencil that we intend to sandblast. We then sandblast the letters to the appropriate depth and peel the stencil off the stone. This completes the engraving/lettering of an existing memorial. A stone cleaning may also be done at this time if desired. You will be notified by mail that the engraving has been completed





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1-617-471-0250



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1-781-585-5906



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1-781-894-5800



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*"A Quincy Memorial is Your Guarantee of a
Quality Memorial"*