



CM

INSIGHTS

By Cole Brown, CM

B. Cole Brown, CM, of Natchez Monument Co. in Natchez, Mississippi, explains to MBNews why he sought out his Certified Memorialist professional designation.

Why did you pursue a CM designation?

For me, achieving the CM designation was an easy decision in my own growth process. The Certified Memorialist program has a rich history comprised of some truly remarkable men and women. I am both honored and humbled to have joined the CM ranks.

What does it personally mean to you?

The CM designation is more than just a title or proof that one can pass a test...it's a responsibility that enables you to grow and evolve as a well-rounded memorialist who goes above and beyond the call of duty.

What do you feel it professionally means to your customer/prospect families?

Professionally speaking, the CM designation isn't widely recognized among many southern state families; however, it has allowed me to better serve those same families due to the wealth of knowledge I have gained in the CM process.

What is the most fascinating thing that you learned from the CM training which you may not have known before?

Without a doubt, the five ancient orders of architecture. These include the Doric, the Ionic, and the Corinthian, all of which originated in Greece. Later, the Romans

would add two more of their own - the Tuscan and the Composite.

What is the most important thing that you learned from the CM training that you have been able to put into practical use?

That's a pretty profound question...I would say the CM training has reminded me to always "be who you are"...to know your strengths and hone your skills accordingly.

About CM Designation

The MBNA Certification Program was developed as a result of a three-year study program



by some of the industry's most recognized leaders. It raises the professional standards to those engaged in the memorialization industry and awards the top level of competence and ethical conduct.

For more information, visit the website at http://www.monumentbuilders.org/builders_certified_memorialist_program.php or contact MBNA at 1.800.233.4472 or via email at info@monumentbuilders.org today.

MBNA
136 South Keowee Street
Dayton, OH 45402

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What is your favorite memorial that you have designed/built since achieving CM designation?

My favorite memorial stands in the Natchez City Cemetery for the Kunkle family. A design that marries the modern with the traditional and ultimately helps define the narrative of a family whose multiple generations have helped define a successful business and name in the local community.

How might you have done it differently had you not taken CM certification training, or how did CM certification make it better?

The CM certification allowed me to tap into the brotherhood of fellow Certified Memorialists, which in turn allowed me to hone the Pitchford design into a more aesthetically pleasing piece.

Was there any aspect of becoming a CM that surprised you or which you did not expect?

To be frank...I was certainly humbled and surprised to learn I was the state of Mississippi's lone CM!



Cole's favorite memorial.

How do you think CM certification separates you from your competitors?

To answer metaphorically, the CM certification has taught me that I can go alone and go fast or go far and go together.

Why would you recommend that another professional become a CM?

As Benjamin Franklin once said, “Without continual growth and progress, such words as improvement, achievement, and success have no meaning.” **MB**