

*Helping businesses  
start, grow, and prosper.*

"Even after we closed on our business, we look forward to continuing our relationship with SBDC by attending the wide variety of training seminars that are offered throughout the year. SBDC is dedicated to helping our business grow into our vision. Thank you SBDC!"

- Kurt and Lori Rathfon

**Kurt & Lori Rathfon**

Borland Memorials, Inc.  
32980 Route 66  
PO Box 127  
Leeper, PA 16233 Clarion  
County  
[www.borlandmemorials.com](http://www.borlandmemorials.com)

**Industry:** Granite  
Monuments

**Year Founded:** 1985

**SBDC Assistance:**  
Business Plan, Industry  
Research, and Financial  
Analysis

**Additional Partners:**  
North West Commission  
Clarion Federal Credit  
Union

**Clarion University SBDC**  
330 North Point Drive  
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Clarion PA 16214  
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## New Ownership for Borland Memorials

Borland Memorials has been an established business in Clarion County since 1920. The business offers a variety of products to memorialize loved ones from granite monuments to landscaping rocks and pet memorials. When the owners of 35 years started to make plans to retire they approached their key employee of over 20 years, Kurt Rathfon who saw this has a great opportunity for him and his wife, Lori.

Since the current owner had a number of business interests, Kurt managed the daily operations of the business including meeting with clients, designing and engraving monuments and setting them in the cemetery. Kurt knew the business and had established relationships with referral businesses like funeral homes and cemetery associations. Kurt and Lori were referred to the Clarion University Small Business Development Center through the Clarion Federal Credit Union. They needed funding to purchase the business and turned to Clarion University SBDC to assist them with a business plan and the identification of funding sources.



The Rathfons started working with the SBDC in January of 2016 to give themselves time to assess this opportunity in detail and develop the needed plan that was critical to securing funding. Developing the business plan enabled the Rathfons to think through each part of the operations, identify where changes could be made and build out their projected sales and budgeted

expenses. The SBDC identified funding through the Northwest Pennsylvania Planning and Development Commission along with a commercial bank loan. The plan made securing funding easier while helping to prepare the Rathfons in taking over the business. As the new owners, Kurt and Lori plans to enhance the business' reputation of service excellence under the same name. In addition they plan to retain the current employees including one full-time employee and two seasonal employees.

Having the assistance and resources used by the Clarion University SBDC, helped maintain a business that has been instituted for almost 100 years. The business has seen changes with renovations including the installation of computerized air compressors and a computerized stencil cutting system. All in place to help with the enhancements of the business.