



*Eternal Art*TM
MONUMENT CO.

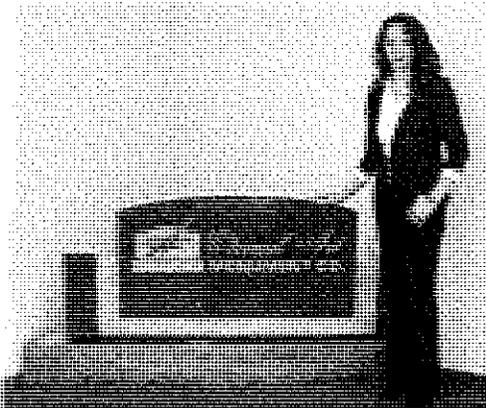
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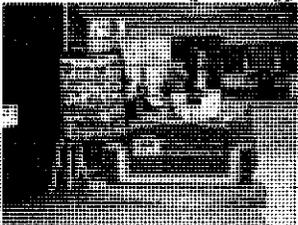
email: eternalartmonumentcompany@yahoo.com

Eternal Art Monument Company is a new family business started in 2005 but extends from a 20-year family business my husband and I operate as American Signs and Designs. The beneficial combination of these two businesses has allowed Eternal Art Monument Co. to use marketing resources available from the sign co. that enabled us to launch ourselves immediately into the monument business with all the professional flair it could muster. From multiple billboards, incredible ad layouts, a large radio ad budget, and professional design experience of my husband, coupled with my 10 years of experience at another monument company designing, selling, doing computer layouts and high detail etchings, we were able to proceed in our new venture with confidence and style.

One of the first implementations of ours, which was instrumental in getting us many of our first sales, including a local veteran's memorial job, was the use of full-scale color stand-ups. We call them monulites. My picture in MBNews's new members section in the Apr. 07 issue was taken next to a monulite, and we have people every day that see them and think they are looking at a real stone.

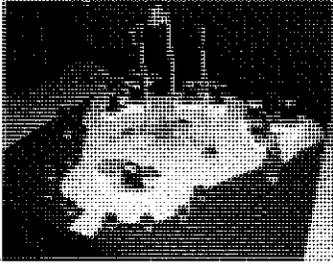


They are so realistic that even those in the monument field have a hard time realizing they're not an actual stone until they get right up to it. I can show all the detail of a full sized etching I've done without putting it on one of my expensive sample stones.

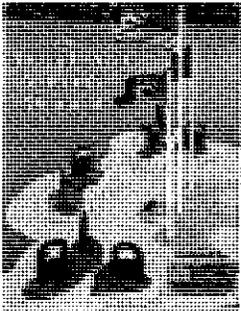


They are easy to transport to trade shows, fairs, meetings, people's homes and cemeteries. We are soon to be marketing these to other monument companies because of their wide range of uses and high value look at a low cost. No one else seems to be doing it!

Another marketing tool we've used is a scale model.

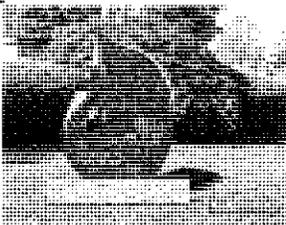


When we were approached to bid a local veteran's memorial, we wanted them to be able to really visualize our unique idea, so we went to the meeting with part of the design rendered in a miniature scale model. After seeing it and approving it enthusiastically for their park, the committee members confided that not only had they allowed our presentation only as a token courtesy, not expecting to go with us, but that after seeing the design in 3D and hearing our innovative and forward-thinking plan, were so pleasantly impressed by our new company that they voted unanimously in our favor. Some said, too, that had it not been for the model, they would not have been able to visualize the concept.



It's picture has since been used in many newspaper ads and articles on the upcoming memorial, as well as photos taken with the committee members in front of one of our monulites. We were also selected to do a local morning radio talk show on the subject of the veteran's memorial, and we attribute much of this exposure to the impact these marketing tools have had on our customers.

Our third use of effective sales tools is our 8"x10" color printout, taken one step further. Not always, but sometimes certain situations require you to be a little more detailed with your



Not only do we fill the layout with the chosen stone color and pattern, but we have the ability to quickly and efficiently place that stone on the customer's lot in the cemetery.

My husband and I feel extremely lucky and blessed to have achieved the success we have in the relatively few years we've been here. We thoroughly enjoy working together and helping each other with our businesses. We know that it is with the proven strategies like these that have allowed us this wonderful opportunity to help the people of our community by making their monument selection a comfortable, rewarding experience.

**Sincerely,
Lorinda Larson-Dull**



MUSCODA

"Morel Mushroom Capital of Wisconsin"

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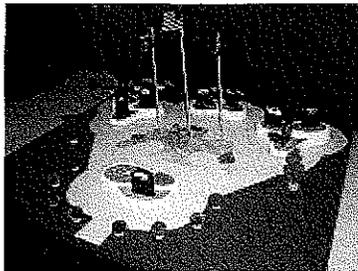
Located in the heart of the Lower Wisconsin State Riverway (Wisconsin Riverway Board), Muscodia, Wisconsin is a Nature lover's dream. With access to thousands of acres of public land on which to hunt, fish or hike to enjoy the many wildflowers. If your tour of the nearby Sand Barrens is in mid June, you might enjoy seeing the cactus in bloom. The winding Rustic Roads can be enjoyed by auto or motorcycle and also the hearty bicycle rider, viewing the vibrant fall colors. A float trip down the scenic Lower Wisconsin River is a great way to do some bird watching and perhaps notice an eagle catching a meal.



A campground (map) located among tall pine trees, complete with showers, electric hook-ups and a dump station, is on the edge of the Wisconsin River, is the only riverbank facility of it's kind along the lower 90 miles of the Wisconsin River as it serves both water and highway travelers. Adjacent to the campground is a picnic area with playground equipment for the children.

Muscodia Area Veteran's Memorial

Help support the Muscodia Area Veteran's Memorial. Here is more information on the Memorial and the Fund Raising Raffle.



A neighbor of Muscodia, northwest along the river, is the Ho-Chunk Bison Ranch. A short ride by auto will take you to the ranch to view the Bison and maybe a tour of the Effigy Mounds along the Wisconsin River.

If winter's snow holds your interest, then a ride down

the many snowmobile trails or some cross country skiing would bring fun into your day.

Muscodia, which means "Prairie of Flowers," is a growing community of 1,453 nestled among the rolling hills along the flowing Wisconsin River, in the corner of three counties, Grant, Iowa and Richland. Muscodia (pronounced MUS-CO-Day) celebrated its centennial in August 1994. In 1982, Muscodia acquired the title of "Wisconsin's Morel Capital." The Morel Mushroom Festival is held each year during the weekend after Mother's Day.

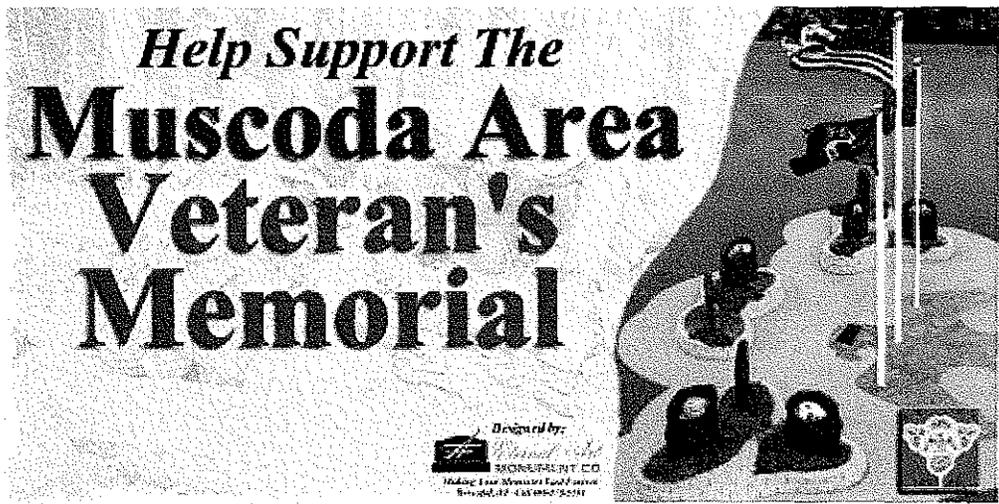


Muscodia, Wisconsin is also widely recognized as being the home of renowned metal sculptor Ellis Nelson, whose works produced at his shop in Muscodia the past 15 years have garnered worldwide recognition and publicity. He was featured on "Good Morning America" and on CNN.



"Morel Mushroom Capital of Wisconsin"

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Your support is needed to make this a reality!

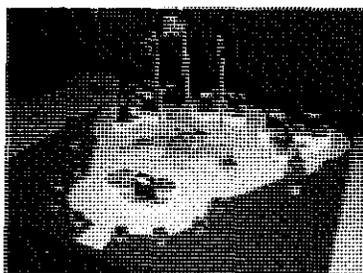
No donation is too small.

Entry walk bricks are available at a cost of \$50.00. The bricks are approximately 4" x 8" with 3 lines possible, 12 letters per line.

Major Donor: \$250.00 to \$999.99.

Special Recognition Donor: \$1000.00 or more.

Major and Special Recognition Donors will have the honor of having their names engraved on the granite tablet displayed at our memorial.



A model of the memorial as it would look on the east side of Wisconsin Avenue.

(Click [here](#) or on the image for a larger view of the model.)

Please contact us if you have the name of a veteran to add to the list.

There will be a raffle to help raise funds for this memorial. The tickets will be on sale from May 10 through July 31. The drawings will take place on the weekdays of August. The winners need not be present; the prizes will be sent out by U.S. mail.

The tickets are \$10 each, and it is possible to win more than once.

Contact us for more information.
Joe or Ruth Rut
(608) 739-3082 or (608) 604-0404