

WOODLAWN MEMORIALS, INC.

315 Elm Street (Opposite Woodlawn Cemetery Entrance) • Everett, MA 02149
Tel. (617) 387-5058 • (800) 640-5058 • Fax 617-387-3121
www.woodlawnmemorials.com

Monument Builders of North America
Marketing & Public Relations Committee
900 Fox Valley Drive
Suite 100
Longwood, FL 32779-2552

November 12, 2007

I would like to submit my entry for the 2007 MBNA Aspire Award contest

“Memorial Becomes Popular T-Shirt”

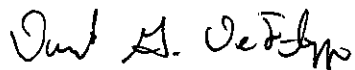
I was contacted by a Lynn firefighter asking if I would be interested in submitting a design and bid to create the city's firefighters' memorial. The Lynn Fire Department was looking for something besides a common cookie-cutter memorial that you see in many cities and towns. They wanted something that was personalized to the City of Lynn. Aided by the help of Lynn Firefighter, Tim Lawrence, we were able to create a memorial that is very special and unique to the City of Lynn. We came up with the idea of incorporating an etching of the “Great Lynn Fire of 1981” in the center of the memorial. We obtained this famous photo which has appeared in the newspaper numerous times from the historical society and we reproduced it in the center of the memorial. The uniqueness of the memorial apparently struck a cord with the citizens and firefighters', as many people wanted to see this design printed on t-shirts. Due to many requests, t-shirts were made up featuring the actual memorial design. To date, there have been over 1,000 shirts sold, with \$2 from each shirt sold to benefit the families of fallen firefighters. The fire department is currently offering sweatshirts for the winter. Just wearing these shirts have proven to be a great “conversation piece” wherever myself or my staff go. I recently was apple picking with my family many miles from home when several people spotted me wearing the memorial shirt. Before I knew it, I was in the middle of conversations about this great memorial. The Daily Item Newspaper, with a large circulation appearing in 9 area cities and towns, helped get this momentum going for us by doing a nice story on the memorial as well. The positive impact on my business, as a result of all of this exposure, has been huge. I've had many families come into my studio looking for a cemetery memorial because either they are a family member or a friend of a Lynn firefighter, or they read, heard about, or have seen the firefighters memorial we created.

“Restoring A Memorial”

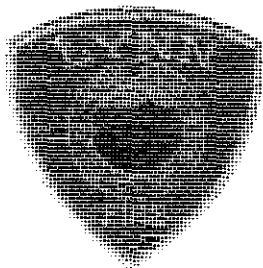
The bronze memorial plaque honoring State Representative, William G. Reinstein was stolen. Representative Reinstein’s memorial had remained like this for over a year. With no plans by the city to replace the bronze plaque due to a budget shortfall, we contacted the City of Revere and offered to donate and restore this memorial.

I want to thank the Marketing and Public Relations Committee for considering Woodlawn Memorials, Inc. for your annual Aspire award.

Respectfully submitted,



David G. DeFilippo
Woodlawn Memorials, Inc.



CITY OF LYNN FIRE DEPARTMENT

725 Western Avenue
Lynn, MA 01905-2025

TEL. (781) 593-1234
FAX (781) 596-1480

Edward F. Higgins Jr.
Chief of Department

James Carritte
Deputy Chief

May 1, 2007

Mr. David G. DeFilippo
Woodlawn Memorials, Inc
315 Elm St.
Everett, MA 02149

Dear Dave,

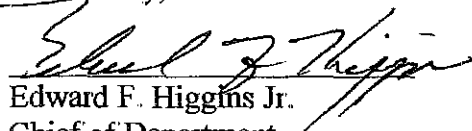
I would like to take the opportunity to personally and sincerely thank you for everything you have done for the Lynn Fire Department.

The memorial monument that you have created for us is absolutely beautiful and something that will be a source of pride for the Department and the City for all time.

Your generosity in making our monument affordable will always be remembered and myself and my men are greatly in your debt.

If I can ever be of any assistance to you in the future please do not hesitate to call. We can not thank you enough.

Yours truly,


Edward F. Higgins Jr.
Chief of Department

Dedicated to Serve



LYNN
FIRE DEPT
EST 1835

DEDICATED TO ALL
WHO HAVE SERVED
WITH HONOR, DIGNITY
AND DEVOTION AS
MEMBERS OF THE
LYNN FIRE DEPARTMENT

DEDICATED MAY 4, 1947
EDWARD F. HIGGINS JR.
CHIEF OF DEPARTMENT

LYNN NEIGHBORS

Fire Department honors its fallen

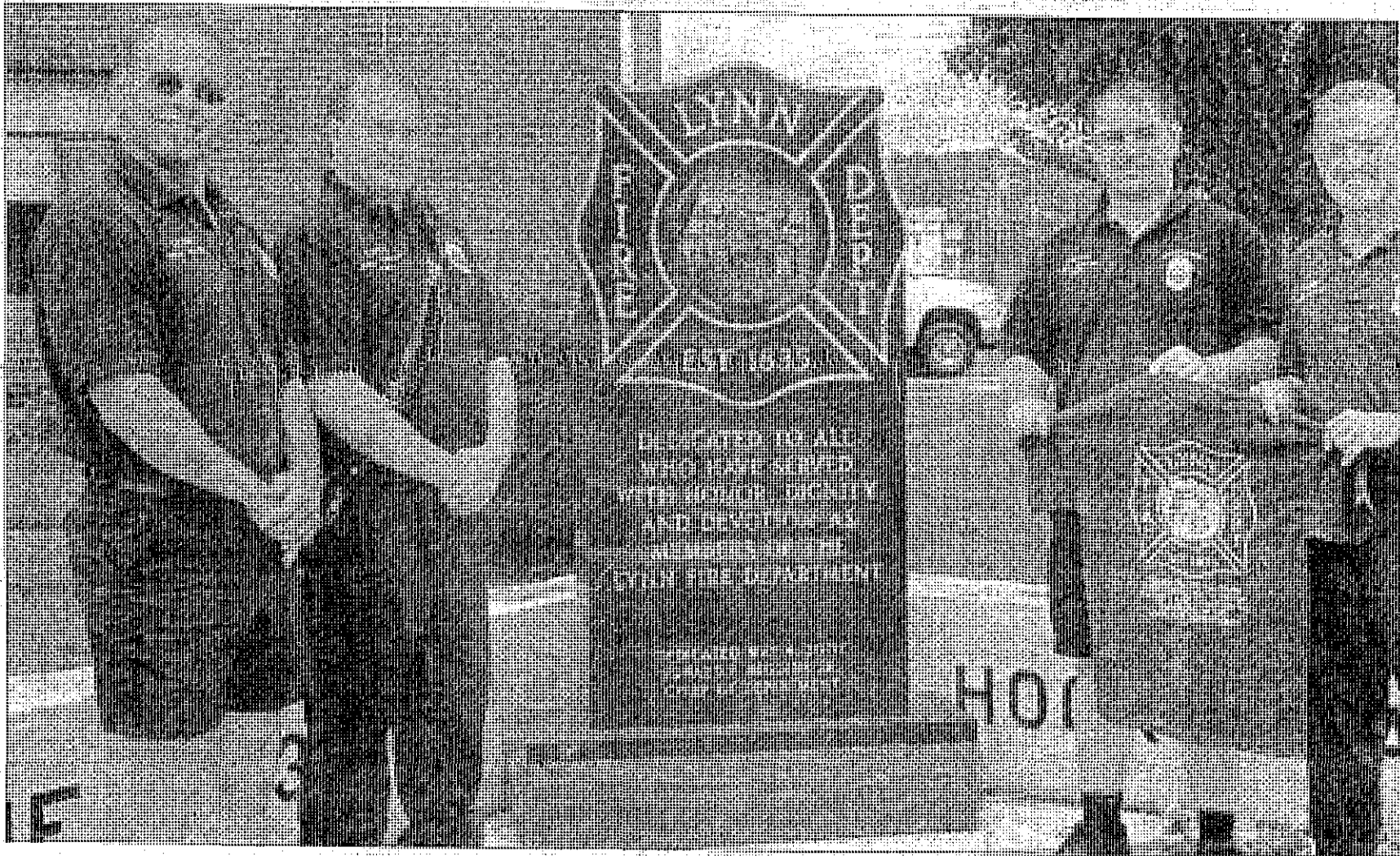
By ROBIN CONNOLLY
THE DAILY ITEM

They stood. It stands now.
"August 31, 1859: Engine 5 called to W. Lynn for an alarm that turned out to be false. Upon their return, while passing down Market Street, near the store of G.B. Toleman & Co., Fireman Frost, in an attempt to seize the rope of the engine, stumbled and fell. The engine passed over his head, just below the ear, crushing the skull." (first line of duty death, Lynn Fire Department).

Charles Frost's name, etched in stone at the Lynn Firefighters' Memorial at Western Avenue and Centre Street leads 44 others who also gave their lives in the line and stand duty again, with him.

They stand guard, each with his own stone, at the two-part tribute to all who served the city and, in particular, those who paid the ultimate sacrifice. The names of those "who lost their lives in the line of duty as they sought to protect the people and property of the city of Lynn" bears the signature of Local 739, their union still.

The stone above them: "Dedicated to all who have served with honor, dignity and devotion."



usually and devoted members of the Lynn monument," carries the of the entire department's chief, who the preliminary is, in stark stone wonder, an Florian, firefighter, against a back-n's Great Fire and ught it in shadow. the guys who came ; did heroic things 'shifts," LFD's Tim says, "and went ask for attention, as anything other b." air job. Lawrence ow firefighters at ouse" on Western the plaque inside dedicated to those they didn't serve alling, to do some- orted out as just a ct of respect," ays, "and it just i. i the union, the "the job" firefigh- field and his land- i, an anonymous vers along with an

Left to right: Lieutenant Robert Farmer, Scott Bernard, Joe Cipolletti, Tim Lawrence and the new monument dedicated to fallen firefighters.

"amazing response" from businesses approached to do the work. "Woodlawn Memorials in Everett," Lawrence says, "were unbelievable. They're the DeFillipo family from Lynn, and they insisted on doing the work for cost. The Solimine family stepped up and covered the all of the lettering. The Dilisios from Swampscott delivered and did so much work. Everybody, just everybody, jumped on board. Simon's Uniforms came and designed the T-shirt, and \$2 from every sale goes, initially to the IAFF to help the families of the firefighters in S. Carolina and then back to Lynn."

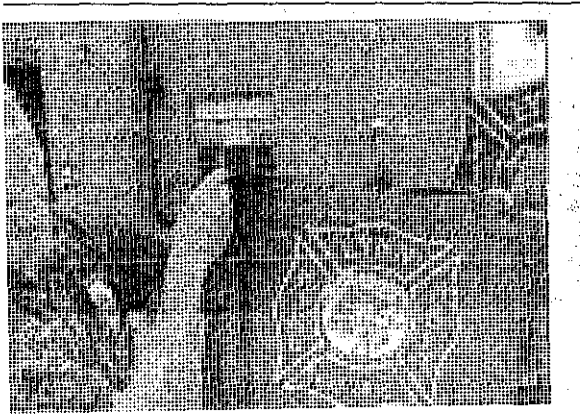
It's a return, Lynn firefighters note, of regard for those who served and sacrificed. From the helmet-shaped shrubbery behind the monument to the circular sphere of names that span its base, it's there for Lynn firefighters.

It stands for them.



Detail on the new monument.

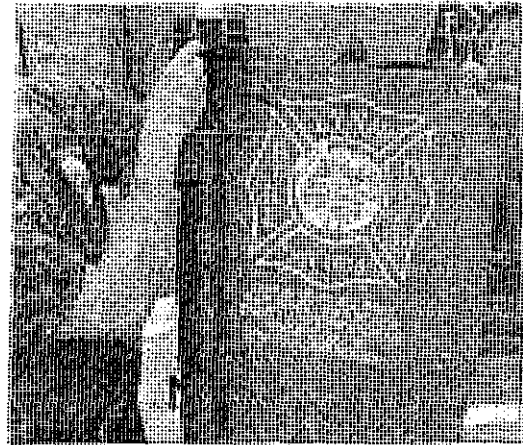
- Lynn's Fallen Firefighters:** 1859, Charles T. Frost, "Empire" Engine 5; 1874, John H. Smith, "Empire" Steam Engine 5, driver; 1878, George E. Whippen, Captain, "Empire" Engine 5; 1888, Daniel C. Skinner, engineer, Chemical 1, age 55; 1890, James E. Tabak, 3rd Asst. Chief Engineer; 1891, George H. Schneider, Steam Engine 5, age 53; 1895, Henry L. Skinner, Captain, Chemical 1, age 35; 1895, John F. Dorian, Engine Company 3, hoseman; 1898, Thomas E. Murray, Engine Company 3, hoseman, age 23; 1895, Abraham C. Moody, Engine Company 3, hoseman, age 33 and 1897, William H. Martin, Charge of Hydrants, age 42. 1902, Seth H. W. Williams, driver Engine 5, age 48; 1902, Horace B. Smith, driver Hook and Ladder 3, age 38; 1903, John F. Brown, relief driver Engine 2; 1902, Albert H. Pond, driver of Hook and Ladder 1; 1924, Arthur H. Preble, Chemical 2, age 30; 1932, Elias Holbrook, Engine 8, age 54; 1934, John J. Connelly; 1947, Arthur J. Williams, Ladder Company 2, age 49; 1948, Samuel J. Naimo, Ladder Company 3, age 38; 1957, Raymond Kelley, Engine 11, age 52; 1959, Joseph Rock, Ladder Company 2, age 43; 1960, George F. Haley, Jr., Engine 8, age 38; 1962, Zandee A. Landry, Engine 8, age 50; 1969, Herbert L. Ellison, firefighter, age 53; 1974, Jackie Zimmerman; 1975, Paul V. Walsh, Lieutenant; 1981, Robert Forest; 1986, Henry LaBarre, firefighter; 1989, James Miller; Richard Trent; 1993, Arthur Foley; 1994, Joseph Laguna; 1995, Kenneth Bax, Captain and 2000, John W. Winkles



Dr. George S. 'Doc' Robinson, 104, cared for Lynners through it all

LYNN They called him, "Doc", Dr. George S. Robinson, the study to become a veterinarian, but the osteopath who treated him inspired a new avenue. Doc Robinson graduated from





ITEM PHOTO / OWEN O'ROURKE

rence displays the new T-shirt dedicated
ers at the 'Big House' fire station on West-
n Lynn.

honoring fallen firefighters sale at Simons Uniforms

bearing the image of the newly unveiled Lynn
' Memorial are available at Simons Uniforms,
y, Rte. 1A. Costs (with \$2 from each sale going to
nd, initially, families of fallen firefighters in
ina, and later Lynn) are \$15 (up to XL), \$17 (XX)
X). The shirt, initially produced in navy blue, is
different colors with a time allowance.

undred of the memorial shirts have been sold
ording to Leslie Simons. To order, or for infor-
781-595-2644 or (toll free) 1-800-451-1761. Fax, 781-
email, eric@simonsuniforms.com.

cared for Lynners through it all

LYNN

They called him, "Doc". Dr. George S. Robinson, the diehard doc who once skied his way during a particularly bad snowstorm to a woman about to give birth. "He strapped on a pair of skis and set out on the unplowed streets," his son, George S. Robinson, Jr. said of the 45-year Lynn/Lynnfield practitioner who died March 26, at 104, in Sarasota, Florida.

He was born in Lynn, a Lynn English High graduate, according to published reports, and wanted to serve in World War I but was too young. The even then industrious doc, instead, worked 10 hours a day, six days a week for a federal farming program, Boys' Working Reserve, to produce food for the war effort.

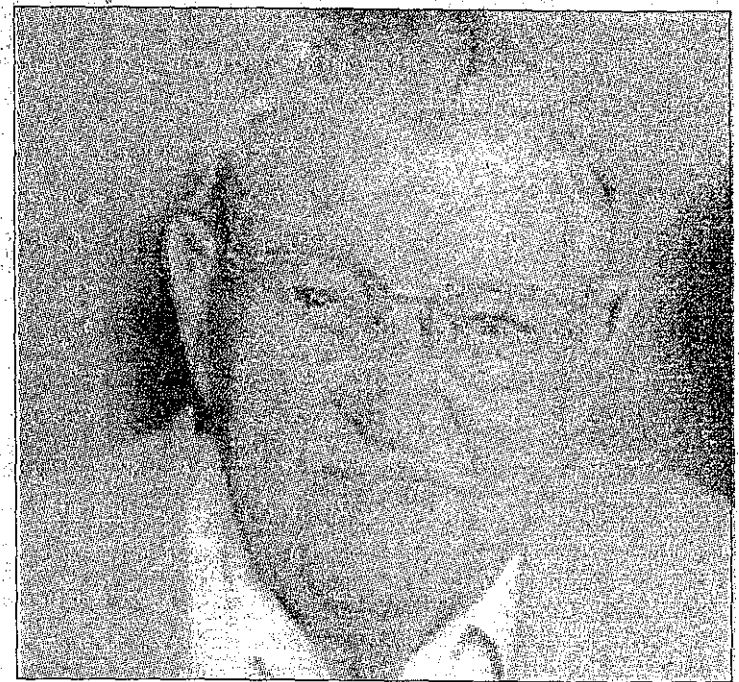
In 1922, he graduated from the Mass. Agricultural Institute in Amherst and took up farming in Lynnfield where, upon the death of its only veterinarian, this self-taught animal soother stepped in. A back injury interfered with plans to

study to become a veterinarian, but the osteopath who treated him inspired a new avenue. Doc Robinson graduated from Philadelphia College of Osteopathic Medicine in 1932 and Middlesex University Medical School.

A general practitioner, he was, for many years, the only doctor in Lynnfield and held an office on Lewis Street in Lynn, charging \$2 for office visits and \$3 for house calls. The professional who always said, "Work hard; the money will come," was instrumental in establishing Lynnfield's Board of Health long before his 1978 retirement.

He was a Mason for over 80 years, the last living charter member of the Lynnfield Lodge, he was named an honorary 33rd-degree Scottish Rite Mason in 1994. He was also a Shriner.

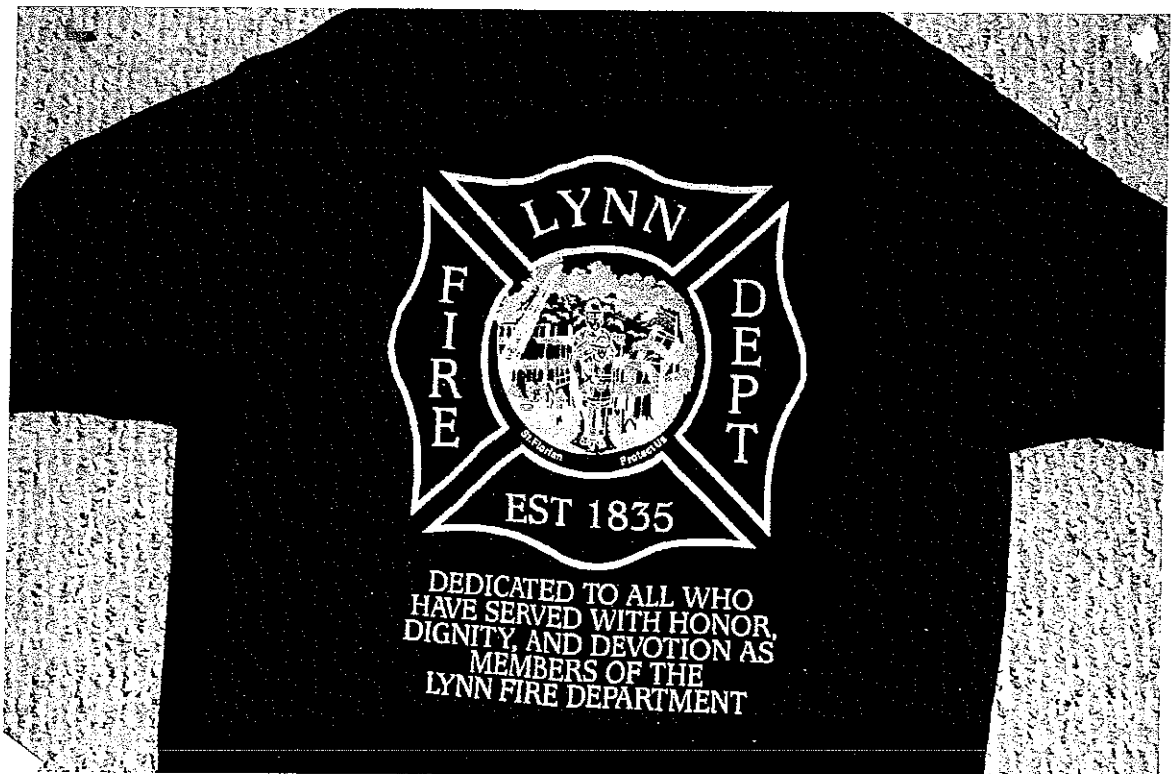
In addition to his son and wife of 66 years, Dorothy (Lambert) Robinson, Doc leaves two daughters, Merilee Fontaine of Attleboro and Bradlee Troy of Flower Mound, Texas, four grandchildren and six great-grandchildren. Services were



Dr. George S. Robinson, who once skied through a snowstorm to deliver a Lynn baby.

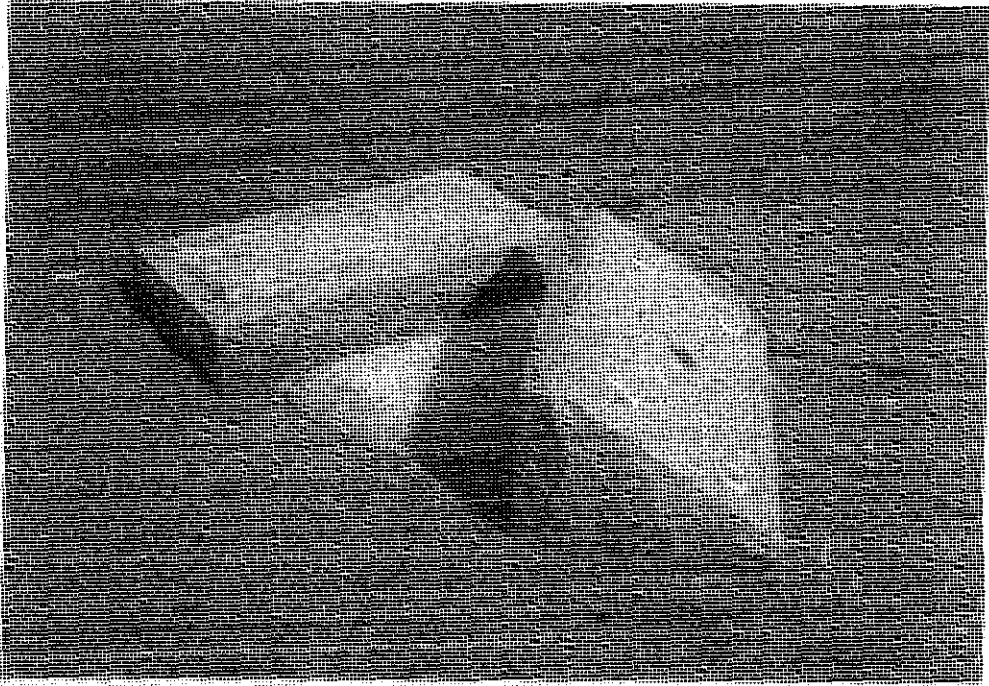
held in Sarasota and a memorial service in the Centre Congregational Church, Lynnfield, followed by an ice cream social

in honor of the man who "loved ice cream and cruise ship buffets." Burial was in Forest Hills Cemetery, Lynnfield.



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RESTORING A MEMORIAL



Sometime last spring, the bronze plaque that dedicated Hill Park to the late State Rep. William Robinson's
 name was stolen. After the theft of the plaque, the remaining granite portion of the monument was
 topped and vandalized. The care-gracious restorers remained in that condition throughout the summer,
 fall and winter, until members of the DeFilippo Family at Washington Monument, Inc., of Brown and Brown,
 donated their time in repairing and re-setting the existing granite monument. They also donated and in-
 stalled an identical new bronze plaque to replace the one that was stolen. The monument is fully restored,
 thanks to the DeFilippo Family.



JW



FIX IT

It's the

LOCAL

es meet to ifferences

on retain Commeret, 6-5, after a
on- rocky series of meetings that
nd revealed sharp disagreement
he over his performance, with
it some parent trustees ready to
remove Commeret, and other
parent and employee trustees
ready to keep him.

Three members of the pro-
Commeret majority were
teachers at the school, who said
they were refusing compensa-
tion for the time they spent on
the board in order to comply
with a legal opinion from the
State Ethics Commission.

However, those teachers may
face questions from the DOE,
which has ruled that teachers
and employees of the school
should not vote on Commeret's
contract, regardless whether
they are being paid at the time
they vote.



Everett family restores Reinstein monument

David DeFilippo and his family, owners of Woodlawn Memorials in Everett, recently repaired the granite memorial in Hill Park honoring former Mayor William Reinstein and replaced the bronze plaque stolen off the memorial last spring.

Evan Flamer fundraiser