

# ASPIRE TO SUCCESS



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 **2011 MBNA Aspire to Success Marketing & Public Relations Contest**.

Any publicity you've received during the contest year (November 1, 2010 through November 1, 2011) 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 18, 2011.

### 2011 MBNA Aspire to Success Marketing and Public Relations Contest

Name: Charlie Charles  
Company Name: Charles Custom Memorials  
Address: 561 NW Hilton Avenue  
City: Lake City State/Prov: FL Postal Code: 32055 Country: USA  
Phone: 386-755-4001 E-mail: ccharles52@comcast.net

#### Tell us about your marketing and public relations success:

- 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, 2010 and November 1, 2011. Deadline for receipt of materials at MBNA Headquarters is November 19, 2011. 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](mailto:info@monumentbuilders.org).

# CHARLES CUSTOM MEMORIALS

561 NW Hilton Avenue  
LAKE CITY, FLORIDA 32055  
Phone (386-755-4001)  
Fax (386-754-5382)

Member of  
Better Business Bureau

Florida Monument License #F037700

Member of  
Florida Monument  
Builders Assoc.

November 17, 2011

MBNA

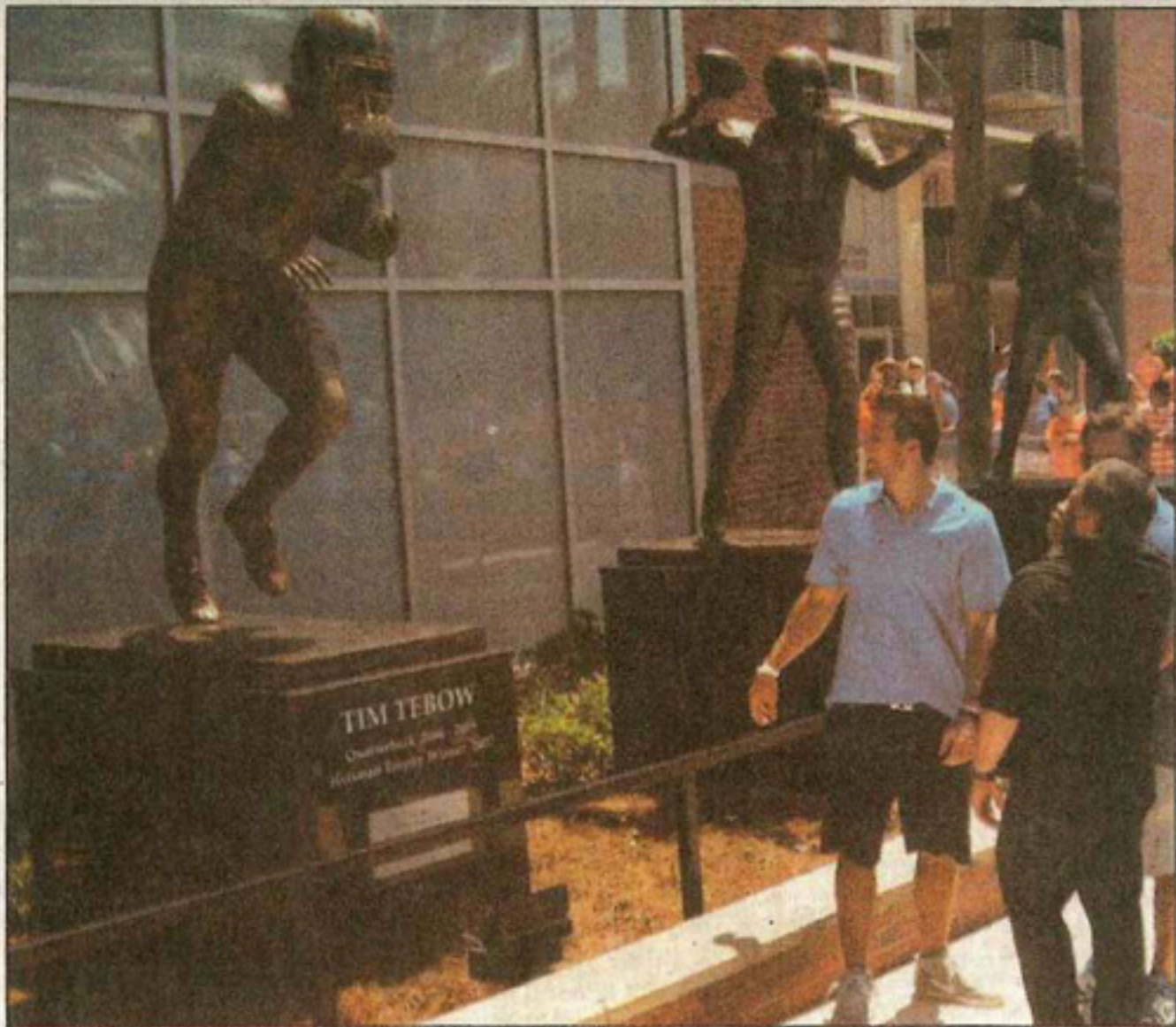
Re: Aspire Award Entry

While this story may not be worthy of an award in your opinion it might be of interest to those of us who, like me, are slow to learn! In the past couple of years I have been trying to branch out into supplying granite, limestone and marble for architectural work and have done work on several neat jobs. For the most part, we are sub contractors who work in the background and don't get noticed very much and no publicity at all. We have done several jobs for the University of Florida concerning the football stadium and we were chosen to provide the granite and carving for their next project which was to create bronze statues of the three Gator players who have won the Heisman Trophy, Steve Spurrier, Danny Wuerffel and Tim Tebow. After completion of the job I called the sports editor of the local paper and told him of the participation of two local companies in the project, offered him some photos I had taken and asked him if he was interested. He was very interested and as you can see from the scan of the article that is attached gave us good coverage on the front page of the sports section! I think everyone in Lake City either read the article or heard about it! I would go to eat lunch and people I didn't even know would compliment me on the job we did!

The moral to this story? Anytime you do something that may involve the community, do not hesitate to bring it to the attention of the local newspaper editor, no matter how large or small it is. Not only will it build your awareness in the community, it will build the communities confidence in you.

Sincerely,

Charlie Charles



TODD WILSON/Lake City Reporter

Former Florida quarterback Tim Tebow looks at his statue after halftime of the Orange and Blue Debut on Saturday. Florida unveiled statues of its three Heisman Trophy winners.

# Granite for Gators

## Local businessmen collaborate on UF monument

By TIM KERRY

tim.kerry@floridapost.com

Statues are the latest university fad and that suits Charlie Charles and Jim Zuber just fine.

The Lake City businessmen recently collaborated on the Heisman project at the University of Florida, where statues of Steve Spurrier, Danny Wuerffel and Tim Tebow were unveiled at halftime of the Orange and Blue spring game.

Charles of Charles Custom Memorials and Zuber of All Seasons Planning participated in the project and helped with the installation.

"We worked from 5:30 to 1 a.m. the day before the unveiling," Charles said. "They wanted to keep it from the fans, but there were probably 100 people there because we got through mounting them."

FPI Construction Management had the contract on the Heisman project and the project manager was Christopher T. Shepley.

Charles and Zuber were sub-contractors who had previously worked on the newamer Football Complex, Innovation and Expansion project at the Bill Giffin Stadium. It includes an all-glass stadium guard over a granite veneer monument that lists the Bull Gators.

"An architect is hired and a general contractor, then we get the plans," Charles said. "My input on it is, will it work right. The college is looking for someone capable of doing the work. We all collaborate to get it right."

Charles' employees build the granite pedestals and carve the names and statistics on the monuments.

Zuber is a landscape specialist and licensed general contractor in landscape construction.

He does specialty masonry and works on the brick pavers that ground monuments that characterize all Florida All-Americans. The lot is updated annually.

Zuber has done work on most of the sports complexes at Florida and several of the rival-state halls.

"We did the memorial



Lake City businessmen Jim Zuber of All Seasons Planning (left) and Charlie Charles of Charles Custom Memorials have worked together on several construction projects including the Heisman Trophy statues of Steve Spurrier, Danny Wuerffel and Tim Tebow at the University of Florida.

stone project and rolled on from there," Zuber said. "Statue is the biggest deal we have done together and that was our last job."

Zuber resides in the Statute of Liberty in the Statute of Liberty in Gainesville that lists something cancer victims and memorials for others.

"Statue was probably our biggest project," Charles said. "It has a 40-foot granite wall for people to buy squares on the wall and to buy the pavers. It was a huge project. We've done a lot together. I hope we'll certainly do more with UF. Everybody is pleased, including us, on the projects that have come up."

Charles Custom Memorials has been in business since 1973, and Charles took it over in 1982.

Charles said the granite veneer for the statues covers a concrete block core, and the carving technique is the same as he uses on tombstones.

Charles did the Law Enforcement Memorial at Lake Delton and the marble panels at the Columbia County Courthouse. He makes monuments for

granite memorials, mausoleums and granite signs.

"I have a substantial project for a prominent government official in Tallahassee in the works," Charles said. "I am proud to be chosen to do that. What they want is unique and they looked all over the state of Florida for someone to do it. It is custom built all the way."

Zuber moved to Lake City from Munnings 24 years ago and has owned All Seasons Planning for 21 years.

"We have done more than 30 projects at UF," Zuber said. "We worked on the Columbia County Courthouse, First Federal Savings and the Lake City Mall. We both worked on the Menke Ministries Rose Garden and I have done construction management for Menke Ministries."

Zuber did custom masonry for Gianni Versace when the late fashion designer was restoring his house in South Beach.

"My whole thing is pleasing customers one at a time," Zuber said. "That is how you make your reputation. It's the same with Charles — helping customers and making customers."



The Heisman Trophy statue and granite memorial of Tim Tebow stands outside of Ben Hill Griffin Stadium at the University of Florida in Gainesville.



**TIM TEBOW**  
Quarterback 2006 - 2009  
Heisman Trophy Winner 2007



**STEVE SPURRIER**  
Quarterback 1962 - 1966  
Heisman Trophy Winner 1964



**DANNY WUERFEL**  
Quarterback 1991 - 1994  
Heisman Trophy Winner 1994