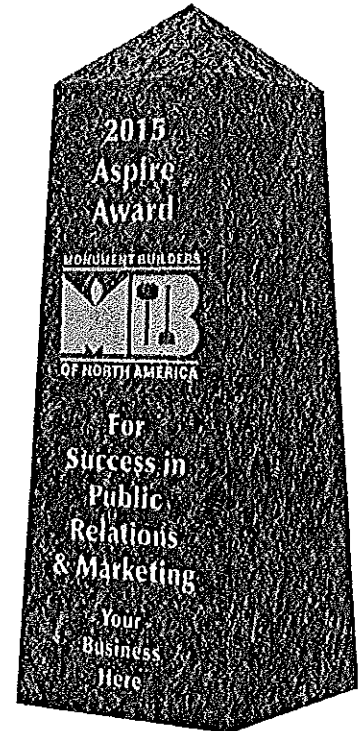
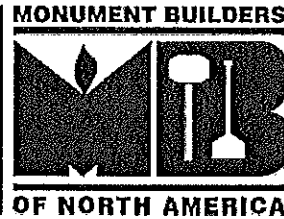


ASPIRE TO SUCCESS



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 2015 MBNA Aspire to Success Marketing & Public Relations Contest.

Any publicity you've received during the contest year (November 1, 2014 through November 1, 2015) 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 December 31, 2015.

2015 MBNA Aspire to Success Marketing and Public Relations Contest

Name: Lisa Troost

Company Name: Peter Troost Monument

Address: 4300 Roosevelt Rd.

City: Hillside State/Prov: IL Postal Code: 60162 Country: USA

Phone: 708-544-0916 E-mail: LISA.TROOST@TROOST.COM

- 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, 2014 and November 1, 2015. Deadline for receipt of materials at MBNA Headquarters is November 13, 2015. 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.



December 22, 2015

2015 Peter Troost Monument MBNA Aspire Award Application

This past year marked the 125th anniversary of Peter Troost Monument Company. Because there are few 5th generation family owned businesses still in operation we thought this milestone might be a good opportunity to get some publicity about our company. Getting press coverage in the Chicago area is not easy given the size of the market but we launched a year-long, multi-faceted media campaign covering television, print and radio outlets to give us the best possible chance for success. As it turned out, our plan worked and the story of our company was heard by hundreds of thousands of people during this past year.

Over a 12 month period, we were featured in four different outlets:

- 'The Take-Away' section of Crain's Chicago Business, which has a weekly readership of about 220,000. A reprint of the Dec. 15, 2014, article is enclosed.
- The WGN TV "Around Town" segment on their morning news broadcast. WGN TV is the leading morning news program in this area and is watched in approximately 200,000 households every day. An edited version of the program can be found on the enclosed DVD as well as on our website at www.troost.com/news
- The WBBM News Radio 'Made in Chicago' segment which aired four times on January 26, 2015. The audio from the broadcast as well as the printed story posted on their website can be found at <http://chicago.cbslocal.com/2015/01/26/made-in-chicago-peter-troost-monuments/> WBBM is the local radio affiliate of the CBS Network and has the largest share of listeners in the Chicago radio market.
- 'The Distance' podcast, which features stories about businesses with longevity. This story was almost 15 minutes long and has been played over 7,500 times since it went live on Oct. 27, 2015. You can listen to the interview by going to www.troost.com/news and clicking on the first link posted on that page or go directly to 'The Distance' website at <https://soundcloud.com/the-distance-podcast/15-grave-matters> and play the podcast from there.

Our PR campaign was tremendously helpful in promoting our brand, improving our name recognition and educating consumers on what is possible today in the world of memorialization. The media stories detailed above got our name out there and caused many families to walk through our doors explaining how they heard about us on television, radio, etc. Because none of these stories were paid placements, they had more merit with the consumer as well.

Thank you for your consideration and here's to another 125 years!

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THE TAKE-AWAY

Do you collect anything? Shoes!

Enough to require special storage?

When we built our house seven years ago, I told the man who did the closets that I wasn't sure the shoe space was big enough. He said, "Lady, if you fill up that space, it's a problem." The space is full.

Favorite pair?

Paul Green Passion booties in gold suede.

Describe your commute. I live in Elmhurst, so it's short. In nice weather, I ride my mint green Buddy



Lisa Troost-Sottrel, 42, is president of Peter Troost Monument in Hillside, founded by her great-great-grandfather in 1889 and the largest privately owned U.S. headstone and gravestone maker.

scooter to work and park next to the guys who ride their Harleys. I keep my wimpy little horn and wave wildly at them.

Do they wave back?

Some give me the "Harley wave," which is like two fingers with your hand down low.

A favorite childhood memory?

We traveled a lot, all over the U.S. and overseas. I hope to do the same for my children. (Her three children and two stepchildren range in age from 14 to 5.)

DISCIPLINED DREAMING

What's in your reading pile? "Disciplined Dreaming" (Josh Linkner), "Bury My Heart at Wounded Knee" (Dee Brown), the Bible and the latest issue of InStyle.

What's in your fridge?

Phil's cage-free eggs, Chobani, a giant caramel apple from Mariano's that's probably no good anymore but I can't bear to throw it away, Sabra Supreme Spicy Hummus, every condiment imaginable, yogurt tubes, pudding snacks, Coffee-mate, various fruits and veggies.

Funny epitaphs you've engraved? "Hi Chuck," "Because I can," "Watch where you're standing."

Best epitaph from a famous Chicagoan?

"Holy cow." Can you guess who chose that?

What will yours be? "Devoted to her family. Grateful for her blessings. Optimistic until the end." Or: "For the last time, brush your teeth and go to bed!"

Christina Le Beau

