

ASPIRE TO SUCCESS

MONUMENT BUILDERS
MB
OF NORTH AMERICA



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 **2016 MBNA Aspire to Success Marketing & Public Relations Contest**.

Any publicity you've received during the contest year (November 1, 2015 through November 1, 2016) 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 11, 2016.

2016 MBNA Aspire to Success Marketing and Public Relations Contest

Name: DAVE ANDERSON
Company Name: DAKOTA MONUMENT COMPANY
Address: 1212 24TH AVE SOUTH
City: FARGO State/Prov: ND Postal Code: 58103 Country: USA
Phone: 701.237.4343 E-mail: davea@dakotamonument.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.*

Marketing and/or Public Relations Campaign examples should have taken place between November 1, 2015 and November 1, 2016. Deadline for receipt of materials at MBNA Headquarters is November 11, 2016. 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.

Story 1. Marker for Brandon Bakke's biologic father

YouTube link - <https://www.youtube.com/watch?v=1DNAdBlp5NU>

Part 1- <http://www.wday.com/news/north-dakota/4129485-fargo-boy-mows-lawns-all-summer-pay-gravestone-man-hes-never-met>

Part 2- <http://www.wday.com/news/4141603-after-months-hard-work-fargo-boy-finally-able-place-headstone-grave-father-he-never-met>

We contacted a local news station about Brandon's story and how we donated a marker to him. They ended up running a 2 part special on the story. The first part was about Brandon, how he raised money, how the marker is made and a "live" unveiling of the marker to Brandon and his adopted parents. While the second part was Brandon at the cemetery in Chicago, IL while the marker was placed with his biologic family (huge thanks to Gast Monument for their assistance with this). After our local news station aired the story it was also aired across the country on ABC affiliates. We know for sure it was aired in North Dakota, South Dakota, Illinois, Minnesota, Massachusetts, North Carolina, South Carolina, Texas, California, Ohio, Georgia, Oklahoma, Rhode Island, New York and Pennsylvania. We know it aired in these states because we received both phone calls and Facebook messages from people. We also did two Facebook posts about the story to get it out as much as possible. The first post reached nearly 20,000 people, shared by 66, liked by 234 and commented on by 36 different people!! The second post reached 7500 people and was liked almost 200 times. The story was also posted on YouTube by our local news station and another ABC affiliate, between the two videos, it has been viewed 80,000 times!

Story 2. Moving a Veterans Memorial

<http://www.inforum.com/news/4150625-veterans-memorial-moved-new-home-lindenwood-park-fargo>

Our local American Legion has a memorial for the 164th Infantry, that was located at their downtown Fargo property. However, the Legion was moving and so the memorial had to be moved as well. We were contacted to move the memorial from its original site to its new home. When we were re-installing the memorial there were several news stations that filmed the install and we had a photo of the installation on the front of the Metro & State section of the local newspaper.

Story 3. New pavers Downtown Fargo

<http://www.inforum.com/variety/4126721-sidewalk-tiles-replaced-granite-mosaics-downtown-fargo>

We recently replaced 18 2'x2' mosaics with granite pavers in Downtown Fargo. We took the original mosaic designs and made the granite pavers look similar. Once we finished 16 of the pavers the local news station did a 2-page story on them. The story showed several of the finished pavers and discussed with some of the people involved why they were changed and the process involved.

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Sidewalk tiles replaced with granite mosaics in downtown Fargo

By Randi Olsen Heinold / The Arts Partnership on Oct 2, 2016 at 7:17 p.m.



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FARGO—Next time you take a stroll up Broadway, don't forget to look down.

The story of Fargo's history is being retold, right under your nose with updated granite mosaics on the sidewalk corners echoing downtown's past.

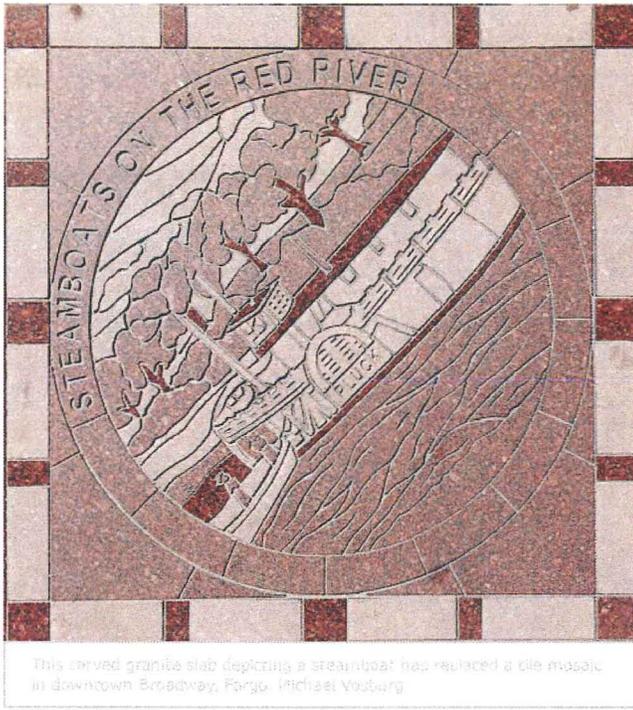
When the reconstruction of Broadway began in the early 2000s, ceramic tile mosaics and corresponding columns were installed on the street corners to pay tribute to the history of Fargo. Scenes from the railroad boom, Red River activity, the use of the local farmland and more were built into the foundation of downtown.

With the high sidewalk traffic and harsh weather over the years, the tile began to wear, and talk of replacing the mosaics began. Meagin Elshaug, planner at City of Fargo, has been organizing the project since this spring.

"They (tile mosaics) were slowly degrading over time, and so it had been on people's radar for while. We knew something needed to get done, so last year we started getting something moving for the reconstruction," Elshaug says.

Over the past six weeks, the city of Fargo, Downtown Community Partnership, Dakota Monument and Accelerated Greenworks have been pounding the pavement to get these revived pieces of public art in before the winter weather.

"The mosaics along with the columns have been so ingrained in the Broadway streetscape that they're often overlooked as public art. They tell the history of the region," says Mike Hahn, president of the Downtown Community Partnership. "The original ceramic tiles were too fragile for our winters. Replacing them was very expensive. The new mosaics are granite and should hold up better through winters."



Kristy Schmidt, civil engineer for the city of Fargo, had the idea to salvage what was left of the tile to save for artwork in the new City Hall and other projects and use granite as the new, more durable material.

"The goal was to keep it functional and in compliance, but to also keep the integrity of the original artwork," Schmidt says.

The original concepts for the tile artwork came from architect Kevin Strehl, and the tiles were created by Wilson Custom Tile, both based out of Omaha, Neb. Fargo-based Landscape Architect Craig Larson helped implement the project locally.

"It was quite the task to get all of that artwork done, getting those completed and shipped and installed," Larson says. "It was a significant piece of the whole streetscape project."

Though the original drawing plans for the mosaics were unable to be located, photographs and some line drawings of the old designs were on record. Dakota Monument was commissioned to keep the new mosaics as identical to the originals as possible, and Accelerated Greenworks was contracted to do the installation.

Though Larson was only involved in the beginning phases of planning the new pieces, he is happy to see them stay a part of downtown.

"It's important to continue to have them," Larson says. "It's a part of the fabric of the pedestrian community and identifying history and being connected to all of those things."

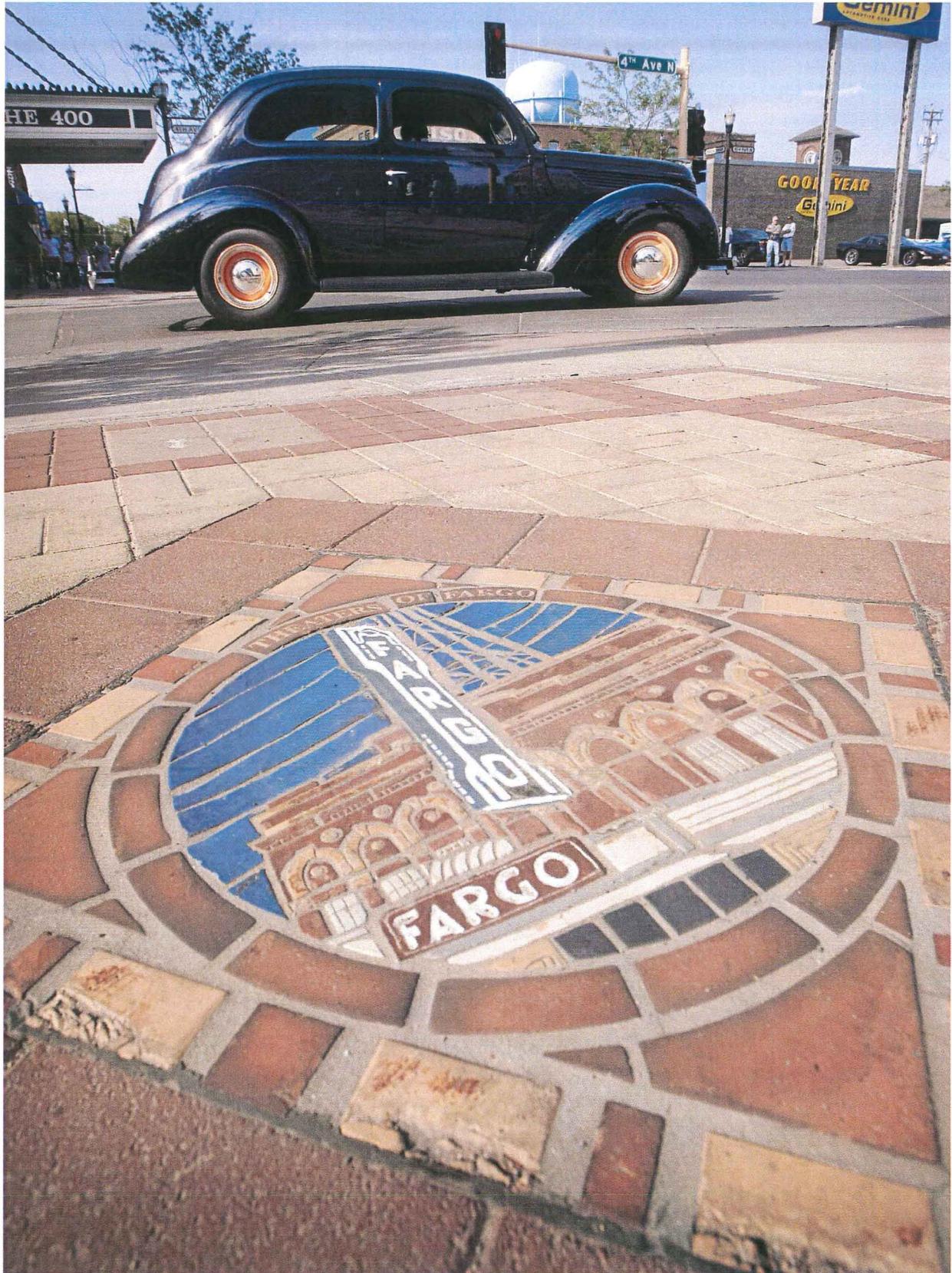
There are total of 18 mosaics, located on the corners of Broadway and NP, First, Second, Fourth and Sixth avenues. The granite pavers are 3 inches thick, and the mosaics are 2 feet by 2 feet.

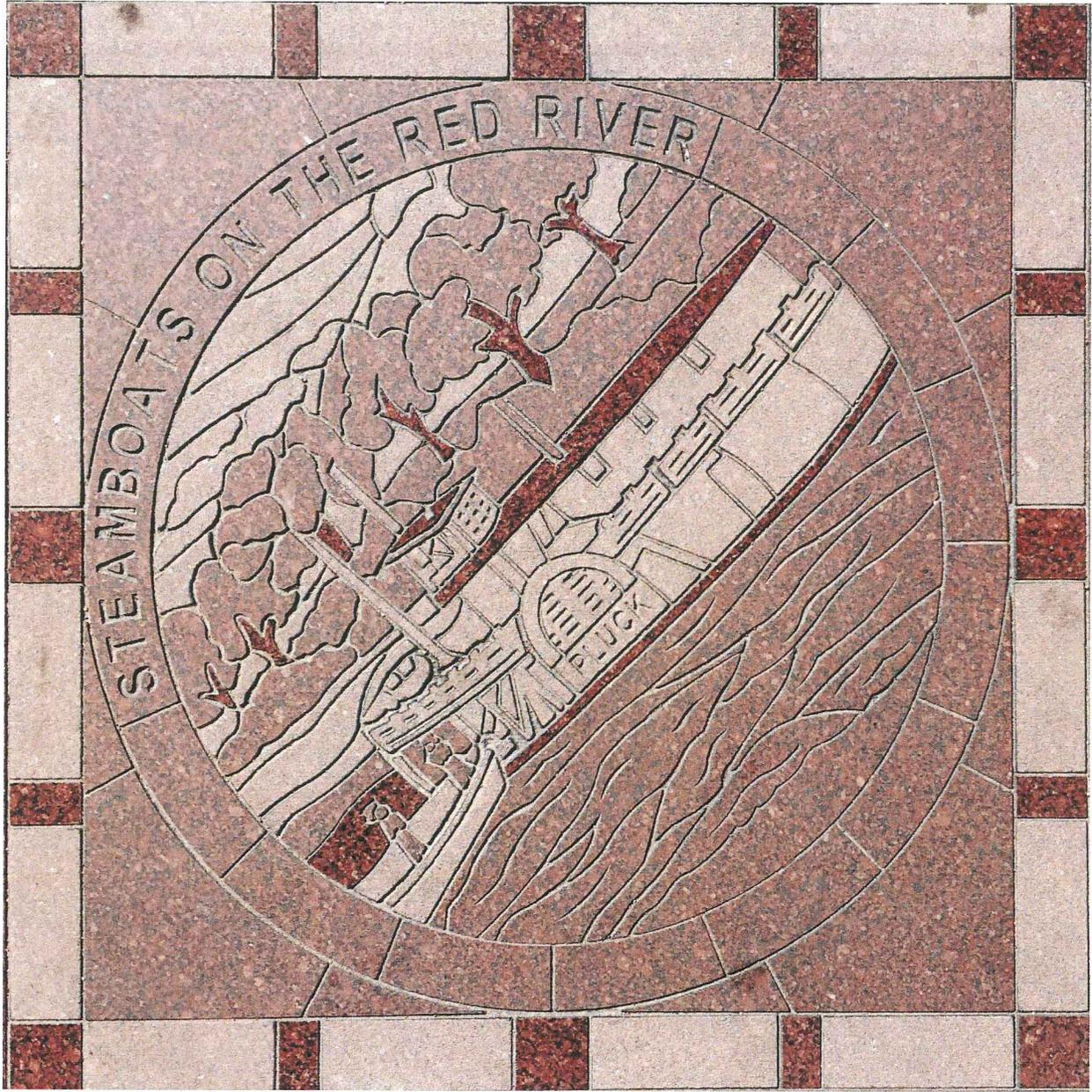
"They look great, and it's always exciting to see something new downtown," Elshaug says. "Hopefully people can come and check them out."

This article is part of a content partnership with The Arts Partnership, a nonprofit organization cultivating the arts in Fargo, Moorhead and West Fargo. For more information, visit theartspartnership.net (<http://theartspartnership.net>).

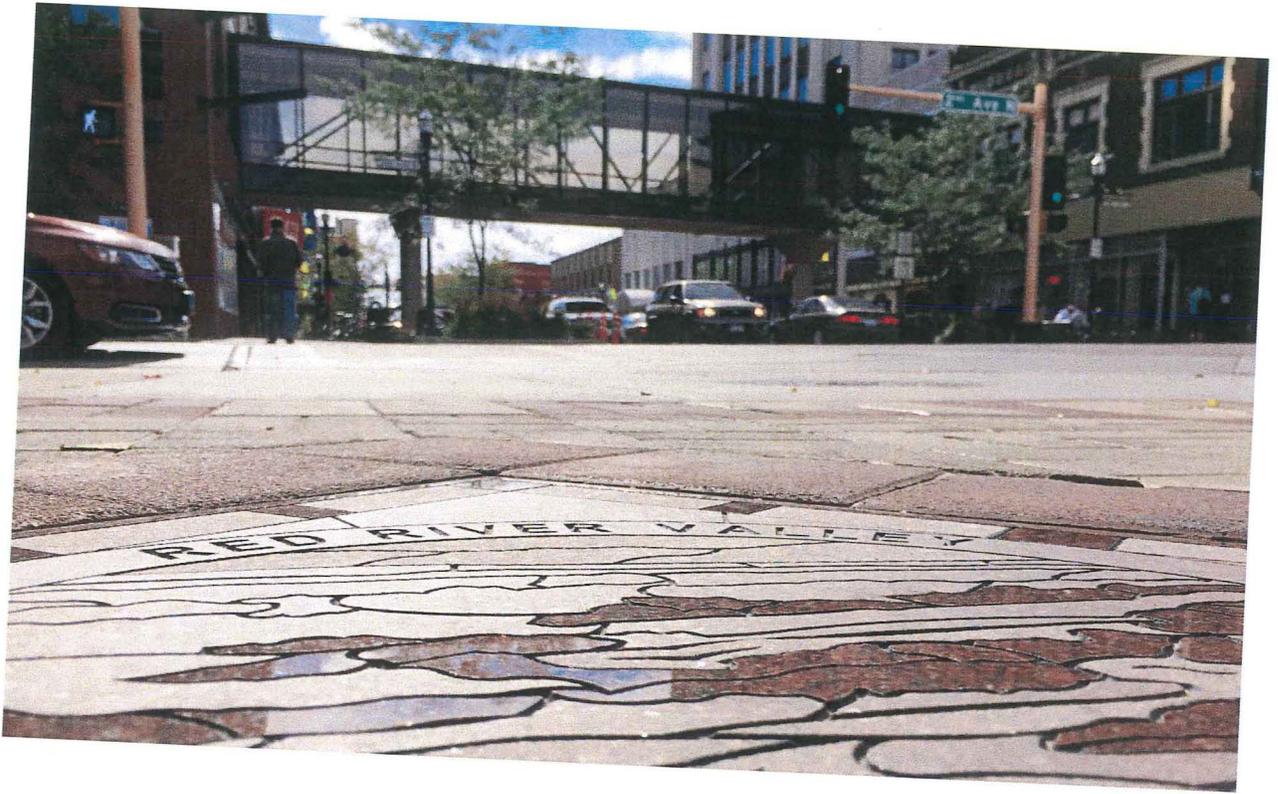
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METRO+STATE

AREA VETERANS MEMORIAL MOVED



Dave Wallis / The Forum

Workers from Dakota Monument move the last piece of a granite monument into place Wednesday, Nov. 2, at a new location just north of the fountain near the entrance to Lindenwood Park. The 164th Infantry Memorial was located next to the American Legion building in downtown Fargo and contains names of the World War II soldiers who served in the unit.

World War II monument relocated from American Legion to Lindenwood Park

By Dave Olson
dolson@forumcomm.com

Many years ago, the American Legion dedicated a fountain that graces the entrance to Lindenwood Park in Fargo.

On Wednesday, Nov. 2, the veterans group expanded on

that gift when it moved a World War II memorial that stood in front of the Gilbert C. Grafton American Legion Post 2 building at 505 3rd St. N. in downtown Fargo to a spot not far from the fountain at Lindenwood.

The stone marker, which honors members of the North Dakota National Guard who

were mobilized at the start of World War II, is a good fit with the area around the fountain, which has become the go-to site for local events honoring veterans and others who have given service to their community, said Joel Vettel, executive director of the Fargo Park District.

He said the Legion came to

the Park District after it sold its downtown building to Kilbourne Group earlier this year, stating it wanted to find a good home for the memorial.

Vettel said the Park District was happy to accept the marker, which features the names of soldiers belonging to the 164th Infantry.

Volunteers moved the granite memorial to Lindenwood with assistance from Dakota Monument Co.

The concrete pad the memorial rests on was built by L. Gnoinsky Concrete with donated concrete from Aggregate Industries.

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MEMORIAL

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Vettel said the memorial is worthy of the high-profile property it occupies. There is an effort underway to add another memorial to the entrance

of Lindenwood that would honor the area's emergency management workers, he said.

He said that plan is in the beginning stages.

Sylvan Melroe, adjutant of the Legion post, said weeks of planning paid off on Wednesday.

"It all went very well.

I think it's a first-class deal," he said.

Melroe said the Legion post is moving its headquarters to the old airport terminal at Hector International Airport, a move he said is nearing completion.

Readers can reach Forum reporter Dave Olson at (701) 241-5555