



2010 MBNAspire to Success Marketing and Public Relations Contest Entry

Vancouver Granite Works, Inc.

6007 East 18th Street

Vancouver, WA 98661

360-694-1832 * 503-284-1268

www.vancouvergranite.com

Artistically Commemorating Lives Since 1921



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 **2010 MBNA Aspire to Success Marketing & Public Relations Contest**.

Any publicity you've received during the contest year (November 1, 2009 through November 1, 2010) 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 19, 2010.

2010 MBNA Aspire to Success Marketing and Public Relations Contest

Name: Joey Fuerstenberg, cm
Company Name: Vancouver Granite Works, Inc.
Address: 6007 E 18th St.
City: Vancouver State/Prov: WA ZIP/Zone: 98661
Phone: 360 694 1832 E-mail: vancgranit@aol.com

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 or invitations 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, 2009 and November 1, 2010. Deadline for receipt of materials at MBNA Headquarters is November 19, 2010. 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.

This year, Vancouver Granite Works put a lot of effort into educating people of the value of memorialization and how to make sure they were getting the best memorial that would stand up to the test of time. All of our actions are designed to drive people to our website and ultimately into our showroom.

All of our efforts are cross-marketed across the various mediums we are using. And we don't just talk to people we haven't built a monument for yet. We are also educating families we have already served, so that we can stay in front of them in case they or another family member needs our services.

The underlining theme across all our marketing mediums is the 5 Essential Things People Need to Know Before Purchasing a Memorial. In everything we do, be it on our website, Facebook page or in person, our goal is to educate the families on how to purchase a memorial. And by reinforcing it across multiple mediums we are able to educate people who may not see it if we just had it in one place.

Website

This year we redesigned our website to include more photos of our work, photos of things to avoid, information on buying a monument and frequently asked questions. We have tried hard to make our website a highly educational tool that families can use to figure out not only what to purchase but how to do it. We have also added a lot of pictures of our work in various areas including upright monuments, slants, pillows and flat markers. It was important for us to show more pictures of just our work rather than stock designs from manufacturers as it differentiates us from our competition that are showing the stock photos.



Buyers Guide

Our "How to Purchase a Monument" buyers guide is a downloadable guide that visitors to our website can download. In order to do so, they must provide their contact information including a valid email address. Once a request is received, the system emails them a link to download the guide which also verifies we have a valid email address. We also receive an email with all the contact information so that we can follow-up with the family.

This guide talks about all aspects of memorialization starting with the value of memorialization, how the cemetery can influence what they can have, the different styles of memorials, where to purchase a monument and the advantage of talking with an independent monument retailer, the materials for monuments, personalization options and pricing. We finish up with our 5 Essentials Things to Check Before Purchasing a Monument checklist and our Memorial Designer Questionnaire. This questionnaire gives

them an opportunity to ask themselves questions about their loved one and gets them thinking about what they want to have on their memorial.

We have found that nearly 1/3 of all people who download our guide, end up buying their monument from us. The highest return of all forms of contact we have.

How to Avoid Low Quality

Another new section to our website is the how to avoid low quality section. In this section we have pictures of monuments and markers that have been installed in the various cemeteries we serve that have issues with them. We show the memorial, obscuring names, and explain why the memorial has issues.



This monument has two problems. First, the granite foundation has been set too high and at some point the lawn mower will chip all the edges. Second, this is a finish marker set on a edge to make a monument. Normally not a problem, except when the saw lines from cutting the granite slab are left exposed for a rather unattractive appearance.

Every time we are in the cemetery, our guys make it a point to be on the lookout for monuments and markers that have issues so that we can add them to the website.

How We Tell Stories in Stone

In this section we explain our process and what it takes to make their monument tell a story. We have detailed the entire process from blank stone to installation in the cemetery. We also detail the steps we take to insure the quality of their memorial. Our goal with this section is to fully explain and differentiate ourselves from our competition.

Frequently Asked Questions

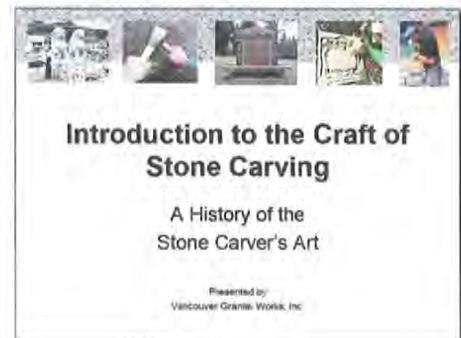
We all are asked a lot of the same questions by many different families. We have put the ones that we hear on a regular basis on this section of our website. Here we answer questions from the basics like how long we've been in business to questions about cemetery practices.

The most important thing our website does is to educate people on the value of quality memorialization on a 24 hour basis. Our belief is that if our clients become educated about what it is we do they will make better decisions and which will lead them to purchase from Vancouver Granite Works.

Visit our website at www.vancouvergranite.com

Presentations

This year, we developed a presentation called "Introduction to the Craft of Stone Carving." We partnered with an individual to work on securing presentations at retirement communities, fraternal organizations, churches and other groups. He has even presented to Mortuary students. In this presentation we teach and interact with the audience,



talking about the value monuments have played in society overtime and how stone carvers have been a part of recording history. We purposely don't focus on cemetery monuments, although we don't avoid talking about them.

We have found that there is a greater impact when we talk more about all the impressive artistry and skill that goes into making the various monuments such as the Pyramids, ancient Mayan Temples, and Lincoln Memorial and then relating them to the monuments produced today.

Once a presentation is set up, we are able to have flyers placed around the community to promote the presentation, and of course, the company sponsoring it.

When we finish with the presentation, we leave a packet of information that has an invitation to our monthly tours, a map of some of the civic monuments we have created around town that they can go and see and of course some business cards that they can hand out to people who need our services.

Monthly Tours

In December of 2009 we added a monthly tour in addition to our on-going school kids tour. The first Tuesday of every month we offer a free tour of our facility. After welcoming them, we have them watch our EGA video on the industry. It gives them a good overview of how the granite comes from the ground and what they do with it once they have it.

We then take them through all the steps it takes to create a monument, from layout to installation. All those that come for the tour are asked to sign in and provide an email address if they would like to join our E-Newsletter mailing list.

To date, we have had anywhere between 4 and 20 people take our tour every month. We even had a class of mortuary students go on the tour. To promote the tour, we use our Facebook page, and send out press releases to the area news outlets. This has resulted in a news article in our local paper.

Facebook Page

Our Facebook page is a way where we can instantly update people on the latest news and events. Our page not only is a place to get information from us but also a place for people to come and see interesting art in stone and bronze. So far, we promote our tours and E-newsletter on it. We also show a variety of pictures of monuments. We also seek out interesting stone carvings and share them on



the page as well. We want to develop a good sized following so we want our information to be educational. To further promote our page, all our emails feature a fan our page link in addition to our other contact information.

To make it easy for people to find our Facebook page we do have a unique address that points to it: www.facebook.com/vangranite

E-Newsletter

Once per quarter, we send out an e-newsletter to people who have given us their email address. Using a free e-mail service, we are able to provide interesting information, updates on new events at Vancouver Granite Works, drive people to our website and Facebook pages and generally stay at the top of their mind. The email service we use allows us to track how many people open the emails as well as click through to our website or Facebook pages.

YouTube Video

In the first of what we plan to be several videos, we have produced our first video that we have posted on YouTube. This video is entitled the “5 Essential Things to Know Before Purchasing a Monument.”

This self produced video was done with our own camera and Windows Movie Making Software thus making the cost to produce virtually zero. So far, we have just posted it to our Facebook page in addition to our YouTube channel. Our intent is that as we get more videos, we will add a video page to our website that will link to our YouTube channel.

Post Card Mailings and Brochures

We still do obituary mailings, but we have revised them to lower the cost and increase our return. Now we do post card mailings that encourage them to go to our website for more information. We have added a tracking code to the card so that we can keep track of how many people have come to our website from the card.

We have also added a new custom brochure to our mix. Because we produced this brochure in house, it can be either mailed or provided electronically via email as an Adobe Reader file. It shows a variety of our designs, personalization options and granite colors. We also, continue with our education on the brochure, sharing the 5 things they should know before buying a monument. And like other promotional items, it encourages visits to our showroom or website.

How To Purchase A Monument



*Questions to ask and things you need to know
before you purchase a monument.*

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The Value of Memorialization



Memorialization is the art of commemorating the lives of those loved, revered and respected. In all civilizations and generations, it has been desired to remember loved ones by erecting monuments. From pyramids to Indian burial mounds, public memorials such as Mt. Rushmore to simple private memorials, the creation of a monument has been the most common form of remembrance. A monument should last forever and the purchase of one should be made unhurriedly, with great care and consideration.

A memorial is more than just marking a grave. It is there to be a tangible representation of a life lived. A memorial should be an artistic telling of a life's story, used to connect generations and to teach future generations what was important to them.

Whether cremation or traditional burial where chosen, the needs for a memorial are the same. Everyone has a need for a place to go to "be with" their loved one. It can be as simple as a plaque or as elaborate as a mausoleum. Whatever your choice, your monument builder can help you.

Most monuments start out as blocks of stone carved from a quarry. These blocks are then sawed down into slabs that the monuments and markers are made from. Once the slabs in various thicknesses have been completed and polished, they are further cut down into the various sizes required. The lettering and artwork is then completed before a monument or marker is ready for the cemetery.



The First Step—The Cemetery

The first step in determining the monument you would like is to find out what restrictions the cemetery has, if any. Some cemeteries require flush memorials and some even dictate the material, such as requiring bronze markers. Other cemeteries have different restrictions for different sections of the cemetery.

Some cemeteries may limit the size of what you can have depending on the number of graves you have purchased. Some may even limit the color of the stone or what you have engraved on the monument.

Whether you are making immediate or pre-need arrangements for cemetery property, you should know that you and your family **ARE NOT** obligated to purchase a monument from a cemetery. In fact, a good argument can be made to delay the purchase of a memorial, the one visual and lasting tribute, until other matters are complete.



Many cemeteries charge a variety of fees for installation of the monument, perpetual care, maintenance, and other add-on services. Some cemeteries will tell a customer that they are the only ones who can install a monument, that installation costs are part of the lot price or that since your family member is buried in our cemetery that you have to purchase your monument from them. This is **ILLEGAL**. Ask questions before you buy a cemetery plot and be sure you receive satisfactory answers.

If you have not purchased a cemetery lot, your local monument retailer is an excellent source of information about which cemeteries have more flexible rules and which are more restrictive. Consulting with them before you purchase a cemetery lot can save you from not being able to do what you want.

Where to Purchase a Monument

Although there are many places to purchase your monument, such as a cemetery, funeral home or even from the Internet, your best option is to purchase from a local monument retailer. The monument retailer should be a “full service” business, not an add-on to an existing business or operated out of his house or some other business.

They should have a showroom—indoors or out (or both) where a selection of full-sized monuments and markers are on display. They may also have a variety of other designs to show you, as well as examples of granite or bronze in addition to what he has on display.

They should be able to take care of all aspects of creating the monument, from layout and design to checking positions with the cemetery to engraving the monument to installing the monument. The monument retailer should listen to you as you tell them about yourself, your loved one or your family, in order to create a monument that is beautiful and distinctive. Every person is unique with special qualities worth memorializing.

The monument retailer should also be able to commemorate a life even if the person was cremated. They should have options to show you and be able to design a fitting tribute that can be placed in a cemetery, park or even a backyard.

They should be able to work with you in advance to plan your memorial. This is becoming popular, especially with couples as they can select the colors, styles and message, unhurried and without the grief of a loss. It also relieves the survivors of having to wonder what they would want.

A memorial will last longer than any other purchase you make. It is important that the firm that sells you that monument will be there to stand behind your monument should any issues arise many years from now.

Styles of Monuments

Monuments come in a variety of shapes, sizes and styles. Here is a brief description of them:



Upright monuments come in a wide variety of shape, styles and sizes. They can either be narrow and high or lower and wide. Some even have a combination of the two. These are usually set on a base. Upright monuments have the most options for personalization as you not only have the front and the back of the memorial but also the shape to personalize.

Slant Memorials are generally lower than upright memorials and may or may not set on a base. These are a good option if you want something that is not flat but still can be seen as you approach it.



Pillow memorials are low, but not flat. Generally they are about 8” high in the back and slope to 6” in the front.

Flush memorials are completely flat to the ground. Their smaller size generally restricts the decoration but a talented designer can still personalize the memorial.



Bench memorials are memorials that are comprised at least in part of a bench. They can be in conjunction with a monument or stand alone as their own memorial.





Ledger memorials are flush memorials that cover at least part, if not all of the grave. Their size allows for extensive decoration and text.

Private mausoleums are buildings built to inter remains above ground. Generally they have at least two crypts but some can be for as many as 12 or more. Some even have places to inter cremations. These buildings can be elaborate with bronze doors and ornamentation or as simple as a small granite structure, just larger than the casket.



Material for Monuments

There are generally three materials monuments are made from: marble, bronze or granite. Most stones can come in a variety of colors, from reds to grays to pinks to blacks or even greens and blues. Bronze generally is brown in color unless you purchase a full color bronze memorial.

Marble is the softest of the three and isn't used very much anymore. It has a tendency to erode easily as can be seen in older cemeteries on the older monuments.

Bronze has been called the eternal metal. Over time, it develops a natural greenish black patina. This is expected and will protect the bronze from further decay. It can be expensive to personalize bronze memorials because the designs are already created for the casting process.

Granite is a very hard stone and is second to diamonds in hardness. As such it keeps its shape and the engraving very well. Unfortunately, most granite is unsuitable for memorials as it has too many cracks, faults or seams in it.

Memorial Grade Granite is the type of granite that has the right mix of minerals and was cooled over just the right period of time to create granite that will withstand the test of time and is the best choice for a memorial. Memorial Grade Granite doesn't have any faults, cracks or seams that will cause it to fall apart overtime. Nor does it have any lacquers or other man-made products applied to make it look polished or to enhance the color.

Personalization

You have a variety of personalization options available to you. The use of religious and fraternal symbols on monuments is widely known. Crosses symbolize Christianity, the Star of David is used for Jewish families, interconnected rings symbolize marriage. Flowers have a language all there own. The rose symbolizes beauty, love and wisdom. The lily is connected with the concept of resurrection. Everyone knows the dove means peace; it also stands for the Holy Spirit. Oak leaves represent strength and the palm means victory. These are just a few of the symbols from which to choose.



Today there are also options that include various graphics such as sports, cars, trains, animals or even various hobbies. Scenes have become popular and can either be a traditional sandblasted design or a hand or laser etched design. The use of texture to convey your message can also be used. By adding texture, you can give more emphasis to a cross or add more definition to a scene. Shape carving can also be used to add realism to flowers or shape to designs and further enhance your monument.

The lettering on the monument serves two purposes: it identifies the person and family and enhances the appearance of the monument. The choice of lettering

style should be an integral part of the memorial and should fit into the style and feeling of the design. With the vast number of fonts available on computers, you may feel tempted to use several fonts on the monument. Using many different fonts tends to clutter the design and take away from the artistry of the monument. You will want to keep to a theme and have your font stay within that theme.

Other personalization options include bronze attachments like crosses or flowers, color or black and white portraits and flower vases. Whatever you decide, your monument retailer can help guide you in designing a personalized monument.



Monument Pricing

Monuments and Markers are priced according to size, color of material used, design and installation cost, plus whatever applicable cemetery charges are involved. Prices can range from under \$1,000 for flat markers and simple upright monuments to \$10,000 and higher for more elaborate monuments. On the high end of the spectrum, large and impressive walk-in mausoleums can cost hundreds of thousands of dollars. You should be sure that there is a very solid, concrete or granite foundation used below upright monuments so there is no problem with monuments tipping, shifting, or becoming unlevel.

When price shopping, it is important to note what the exact color is, what the size and finishes are and what the design and texturing options you have chosen so you can compare apples to apples. You don't want to choose inferior granite and a poor design and a smaller monument because the price comes in a few dollars cheaper. A monument is the only item you will purchase that is supposed to last forever. You and your family should feel good about your purchase for years to come and not have to worry about it falling apart over time due to inferior materials.

Only you know what is appropriate to spend on this long lasting investment. Your monument retailer will be happy to discuss cost with you and explain his payment policy.

Checklist—5 Essential Things to Check Before Purchasing a Monument

- It needs to be Memorial Grade Granite.** This will ensure that it will not fall apart over time due to cracks, faults, seams or other imperfections in the make-up of the stone and the color will not fade being out in the sun.
- You want your memorial to tell the story, in text and design, effectively and artistically.** Your memorial is not only a tribute, but also a piece of memorial art that will forever tell about your loved one. Only an experienced retail memorialist can help you design that.
- You need to have a paper layout of the memorial prior to its creation to double check spelling and design.** Nothing is worse than having your beautiful granite memorial placed with something spelled wrong. You are writing in stone after-all, make sure it is correct.
- It needs to have a well-made, reinforced foundation.** Either concrete or granite, it will protect your memorial from lawn mower damage, tipping, or falling over. Flush memorials should have at least a 4" collar unless it is designed to be placed without a foundation.
- You want the company you purchase it from to stand behind your memorial's quality and craftsmanship.** There are a lot of places to get the memorial. Make sure that you deal with the company that will create the memorial and that they will stand behind your purchase for years to come.

Memorial Design Questionnaire

Use this questionnaire to gather information and your thoughts for what story you would like your memorial to tell. This is provided as a service to help you think about the monument and what you may want it to say. Be sure to bring this to your monument retailer when you visit their display.

Basic Information

Who is this memorial for? _____

Dates: _____

Married? When? _____

How many kids? _____ Names: _____

What did he/she/they do for a living? _____

Any Pets? _____

Hobbies? _____

Belong to any organizations? _____

How would you describe him/her/them? _____

What is his/hers/their favorite color? _____

What is his/hers/their favorite flower? _____

What is his/hers/their favorite animal? _____

What was his/her/their favorite thing to do? _____

Did he/she/they have a meaningful saying or quote? _____

Memorial Options

What style of memorial do you prefer? flush low upright bench other

What cemetery is this going to go? _____

Any special shape or finish preferences? _____

Would you like a border around the grave? _____

How many flower vases would you like? _____

Would you want a portrait of him/her/them on the memorial? _____ Color or B&W? _____

Did you have a preference of lettering style? _____

Sketch your ideas for the memorial:

Scott, Vancouver's director of development review services, as its new city administrator. The Washougal City Council unani-

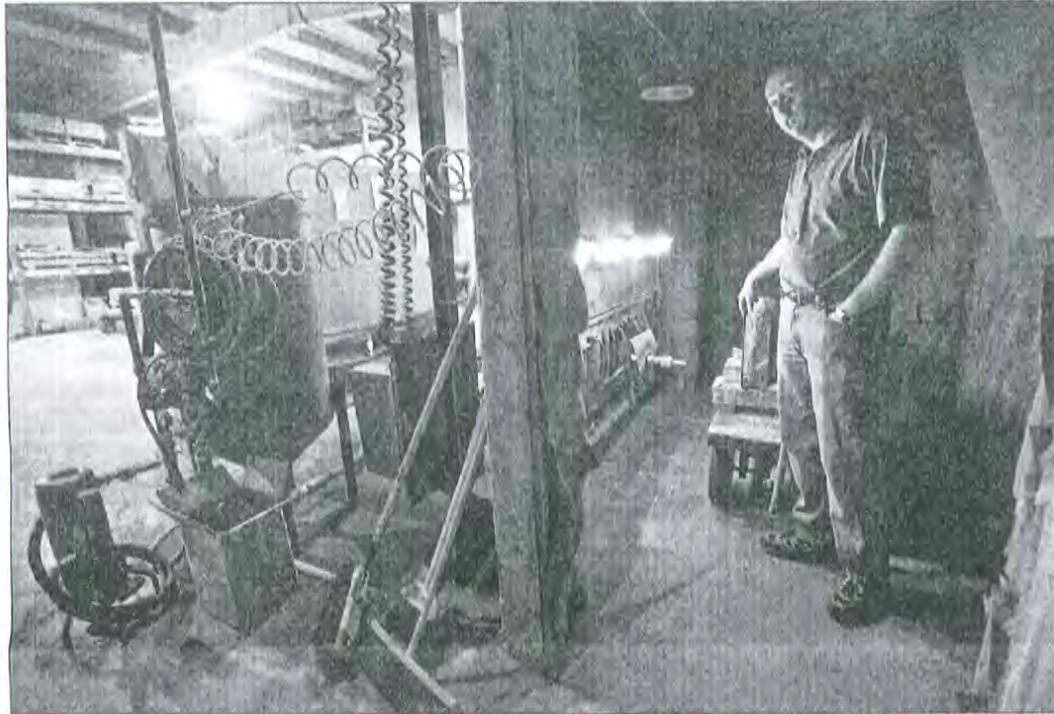
heads. The details of his employment contract are being finalized and will go to the city council at Portland State University.

Scott said he plans to work with Guard, the city council and

In addition, Scott said his priorities include balancing the city's budget while maintaining

Scott currently lives in southeast Vancouver but said he plans to relocate to Washougal. Scott

735-4546 or m.columbian.com.



Joey Fuerstenberg stands inside the sandblasting room used to engrave stones.

Photos by ZACHARY KAUFMAN/The Columbian

CARVED IN STONE

Vancouver Granite Works prides itself on 90-year history, staying power of its creations

by BOB ALBRECHT
Columbian staff writer

The work is done in the shadows. Not in obscurity, but close. The product, though, is treasured, sometimes revered. Heavy pieces are set along trails and inside city centers, outside schools and churches. They're used to remember loved ones, honor heroes and commemorate historical events.

The work takes weeks to a month, maybe two.

"Probably about the only thing anyone's ever going to purchase that's not designed to wear out," Joey Fuerstenberg said of the stone memorials and headstones finished and detailed at Vancouver Granite Works, 6007 E. 18th St. "They're there just this side of forever."

Clark County's lone full-service granite retailer, the company helps families choose stones and design the illustrations and lettering that are carved into the rock, most commonly placed at grave sites.

The nearly 90-year-old business embodies the products it creates. As other area granite retailers have disap-

peared, Vancouver Granite Works has stood strong.

M.L. Fuerstenberg purchased the granite company in the 1960s. He passed it on in 1974 to his son, Bruce, who operates Vancouver Granite with his wife, Vicki, and son, Joey.

The company showcases its operation to the public the first Tuesday of every month. It has hosted more than 500 students and last month gave a tour to 25 would-be morticians studying at Mt. Hood Community College.

About 90 percent of the work done by Vancouver Granite Works relates to cemetery monuments, Joey Fuerstenberg said.

"We, as a family, are the only certified memorialists on the West Coast," Vicki Fuerstenberg said at the outset of Tuesday's tour. "We are one of the oldest companies left in Vancouver."

The tour includes a video of a rock quarry in Elberton, Ga., a town with a granite church, bank and the 20,000-seat Granite Bowl.

Computers are used to design stencils that stick to the stone face and are carved out with a sandblaster.

Vancouver Granite Works owners

emphasize the ease in which the computer allows them to personalize stone designs. "It's about telling a family's story," Joey Fuerstenberg said.

The sandblast room sits in a corner of the company's warehouse. The room is dark, largely the result of its padded brown walls. A base in the center holds the granite in place while the blaster fires sand at about 100 pounds per square inch.

The stencil allows only the correct areas of the granite to be blasted away, said Joey Fuerstenberg, who joined the family business in 1995.

Projects range from small headstones to large memorials, such as the nearly finished 2,500-pounder that will reside at Pioneer Cemetery in The Dalles, Ore.

Joey Fuerstenberg said the company is working on a 10,000-pound basalt memorial that will be transported to an under-construction pedestrian tunnel at state Highway 14 in Washougal.

While the majority of Vancouver Granite's work is tied to funeral homes, Joey Fuerstenberg closed the tour with a parting phrase: "A cemetery is not required."



Bruce Polone of Vancouver Granite Works touches a 10,000-pound basalt monument that will be part of a public space in Washougal.

Cama Wash court to sta

Columbian Newspaper

Apr 17, 2010

Agreement budget cor

By MARISSA HA
Columbian staff writer

Compromises icy changes app the Camas-Wa Court from mov Police chiefs and officials fr District Court w an agreement tl court in Washo the bank.

"It met the twc we were given t county: try to cal, if possible, budget allowan Mitch Lackey s: For at least th cities of Washou contracted with trict Court for A vices. Near the District Court c cities that, beca they could no lo ate the east co they wanted to i pal Court to the downtown Vanc

Lackey and W Mitchell met w work out an ag keep the court backs in hours payment syste county were ab that satisfied all

"We wanted but not at all c "So this is a w within budget, it will be open t ited basis."

"It's a better r ing to Vancouver The plan will councils and E sioners for appr

If the plan i court would o public Tuesday The court wo two people on t hearings wou place on Thurs Wednesdays ar would be staffer would be availa inquiries only. is open Monday is staffed by t tional staff for c The plan wo

Congress to hear input on Mount St. Helens management

Suggestions include resorts, highway link

By ERIC ROBINSON
Columbian staff writer

Almost 30 years after Mount Helens radically altered the surrounding landscape in a matter of minutes, three members of Congress will take suggestions about how the area around the volcano ought to be managed.

U.S. Sens. Maria Cantwell and Patty Murray, both D-Wash., will join Rep. Brian

Baird, D-Vancouver, on Tuesday for a teleconference with a local advisory committee delivering its final land-use recommendations.

The congressional representatives commissioned the Mount St. Helens Advisory Committee more than two years ago, after the cash-strapped U.S. Forest Service permanently closed the Cold-

water Ridge Visitor Center just 14 years after it opened as an \$11.5 million state-of-the-art visitor attraction. At the time, Cantwell called for the National Park Service to take over management of the national volcanic monument.

Cantwell backed off that assertion and instead worked with Murray, Baird and Rep. Norm Dicks, D-Bremerton, to form an advisory committee.

Made up of a cross section of elected officials, recreation-

ists, scientists and residents, the 14-member committee began meeting in March 2008. It met periodically afterwards and a year ago issued a set of draft recommendations leaving future management of the 110,000-acre monument to the Forest Service. (Two members of the committee, from Cowlitz County, issued a "minority report" calling for a Park Service takeover.)

The draft recommendations also included an ambitious

wish list ranging from a new highway extension north to Randle; overnight accommodations at Coldwater; and unspecified destination resorts in and around the monument.

Baird, Murray and Cantwell had planned to meet with the committee in August in Longview, but the event was scuttled by security concerns.

Instead, the group will meet next week at Lower Columbia

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Update

■ **Previously:** cuts threatened Washougal Mun saves minor offer Vancouver.

■ **What's new** keep the court b and change the its costs.

■ **What's next** governments an to approve the c take effect in Ju

The History of Stone Carving

Presentation & Lecture
Day, Date @ Time



See and Hear About:

- Ancient civilizations: Egyptians, Mayan, Aztec – How they used stone carving
- Major stone monuments in the USA: Washington Monument, Mt. Rushmore
- Local civic and public carving projects: public art, civic monuments
- Personal works: garden art, signs and memorials

Presented By:

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Artistically Commemorating Lives Since 1921

Tour Vancouver Granite Works' Monument Production Facility

Free Tour the First Tuesday of Every Month at 10am



In this educational and informative tour, you will tour our showroom and plant and find out how we create monuments and tell stories in stone!

We will share with you how granite monuments are created, from quarry to the cemetery. You'll see the steps in the process of creating a monument, from design to texturing to finish.



Join our next FREE tour. We have tours the first Tuesday of every month at 10 am. RSVP your group at 360-694-1832 today.

Vancouver Granite Works

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Artistically Commemorating Lives Since 1921

Civic Monuments and Public Artwork

A tour of stone carving by Vancouver Granite Works



1	Clark County Veterans Memorial	11	1st Marine Division Memorial
2	Officer's Row	12	PSU Walk of Heroines
3	Evergreen Arboretum	13	Promised Land Statue
4	Captain Vancouver Monument	14	PSU Parking Structure 1 Art
5	Japanese American Historical Plaza	15	Schnitzer Concert Hall Stars
6	Clark County Korean War Memorial	16	Ilchee Monument
7	Oregon Korean War Memorial	17	Wendy Rose Monument
8	Pearl Harbor Memorial	18	Orenco MAXstation artwork
9	Mt. St. Helens Viewfinder	19	Quatama MAX station artwork
10	Mt. St. Helens Memorial	20	Expo MAX station artwork

For more information:

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Vancouver, WA 98661

360-694-1832
503-284-1268
www.vancouvergranite.com

Vancouver Granite Works, Inc.

Monumental News and Notes

Artistically Commemorating Lives Since 1921

Welcome to Our E-Newsletter!

Welcome to Vancouver Granite Works' E-Newsletter. Feel free to forward this on to anyone you think would like it. We provide this quarterly to provide useful information. And if you have something you'd like to see in this newsletter, please let us know.

How is a Monument Created?

Ever wondered how a monument is created? The first Tuesday of every month at 10am you can find out how! We start off with a short video and then take you around our modern production facility showing you all the steps in the process. We also talk about why we use granite in monuments. We'd be happy to have you join us. To get reminders on our tours fan our Facebook page [here](#).

Thomas Kinkaide Comes to Vancouver Granite Works

Thomas Kinkaide, world renowned artist, brings his talent to Vancouver Granite Works. We now offer 8 of his creations, available as bronze markers. Also available are a variety of other artists. To see some examples visit our [Facebook Fan page](#) or stop by our showroom.

Bronze Cemetery Requirements

Most people don't know that the largest cemetery in Clark County is an all bronze marker cemetery. All memorials must be set flat and be made of bronze, including any flower vases. Vancouver Granite Works now offers an exceptional line of bronze markers starting at \$585 for a single sized memorial. Plus we have options that the cemetery does not have including artist backgrounds and full color designs and pictures. Stop by and check out our new display of bronze artwork.

CONNECT WITH US:

 Become a fan
www.vancouvergranite.com

SHARE THIS EMAIL:



Exceptional Stone Carving on the Web

We have been posting exception examples of stone carving on our Facebook page. Some are from years ago, others more recent. Fan our Facebook page [here](#) and following along as we share some exceptional artwork carved in stone.

[unsubscribe](#) | [update your profile](#) | [forward to a friend](#)

The MailChimp logo is rendered in a handwritten, cursive style. The word "Mail" is written in a slightly larger font than "Chimp". A vertical line is positioned to the right of the word "Chimp".

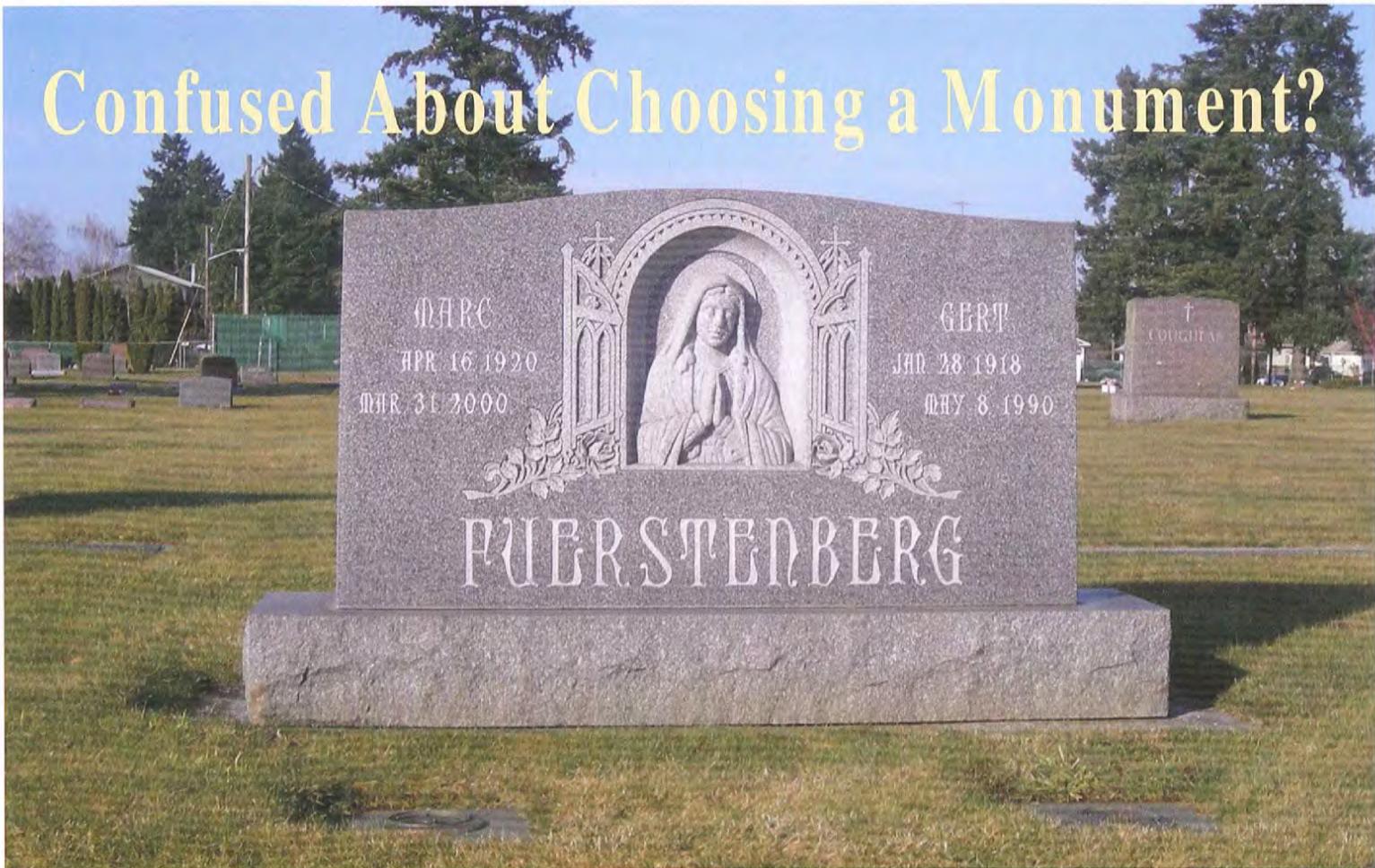
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Confused About Choosing a Monument?

MARC
APR 16 1920
MAR 31 2000

GERT
JAN 28 1918
MAY 8 1990

FUERSTENBERG



Our Family Can Make It Easier For Your Family.

At this difficult time, you don't need one more thing to do. So, *when you are ready* to design your monument, our family is here to help your family with our over 70 years of collective monument design experience.

Choosing a monument need not be a monumental task. At Vancouver Granite Works our memorial designers work with you to design an artistic tribute that tells your story, eternally, in granite or bronze.



We invite you to either visit our extensive website at www.vancouvergranite.com/family or you can contact us at 360-694-1832 or 503-284-1268 to find out more about how we can help you tell your story.

Vancouver Granite Works has been artistically commemorating lives in the Portland/Vancouver area since 1921. Call us, visit us online at www.vancouvergranite.com/family or stop by our extensive showroom at 6007 East 18th Street in Vancouver to find out how we can help you tell your story.

Vancouver Granite Works, Inc.
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Vancouver, WA 98661

Artistically Commemorating Lives

Since 1921

Some of our many granite colors available



American Black



Blue Pearl



Canadian Pink



Georgia Gray



Mahogany



Morning Rose



Ocean Green



Premium Black



Regal Red



Salisbury Pink



Select Gray



Velvet Rose

Personalization Options

Flower Vases



Aeon



Crest



Tiara

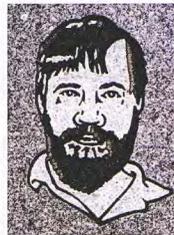
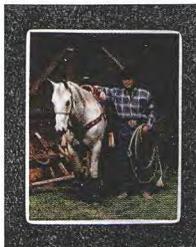


Paragon

Hand & Laser Etchings



Color, B&W and Sandblasted Portraits



5 Essential Things To Know Before Investing In Your Family's Memorial

1. Make sure you have Memorial Grade Granite so you can be certain the memorial will not fall apart over time.
2. The memorial should tell a story, in text and design, effectively and artistically
3. Make sure you receive a proof, preferably in color, of the memorial before anything is engraved.
4. Make sure it has a reinforced concrete or granite foundation to protect it and keep it from tipping.
5. Make sure the company you purchase it from will stand behind your memorial's quality and craftsmanship with a written warranty.

Journeys

Telling your life's story

A selection of memorials to honor a life lived from
Vancouver Granite Works

Vancouver Granite Works, Inc.

6007 East 18th Street

Vancouver, WA 98661

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www.vancouvergranite.com

Artistically Commemorating Lives Since 1921

To ensure the longest lasting, highest quality tribute, we *only* use Memorial Grade Granite

Come by our showroom to see the wide selection of personalization options available

Individual Styles



VG-255 American Black



VG-04124 Blue Pearl



VG-020 Salisbury Pink



VG-013 Georgia Gray



VG-259 Regal Red



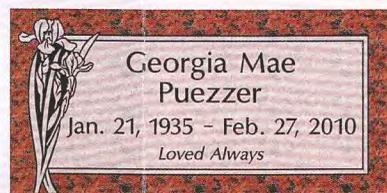
VG-253 Premium Black



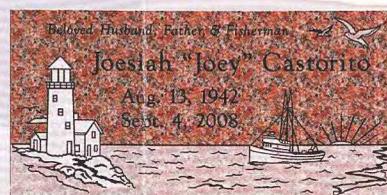
VG-001B Select Gray



VG-252 Ocean Green



VG-018 Velvet Rose



VG-258 Morning Rose



VG-011 Mahogany



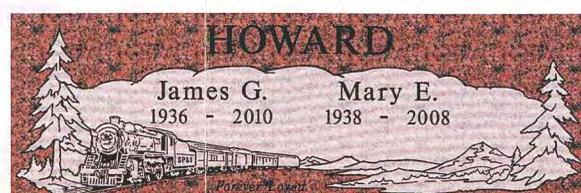
VG-260 Canadian Pink



VG-521 Blue Pearl



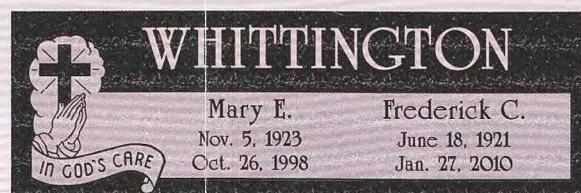
VG-559 Regal Red



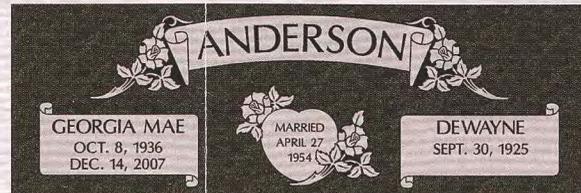
VG-565B Canadian Pink



VG-508 Mahogany

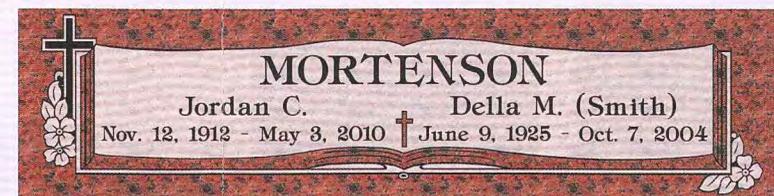


VG-542 American Black

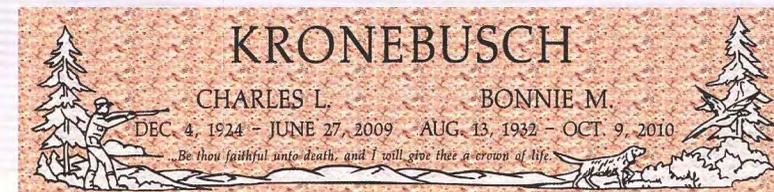


VG-636 Ocean Green

Companion Styles



VG-546 Velvet Rose



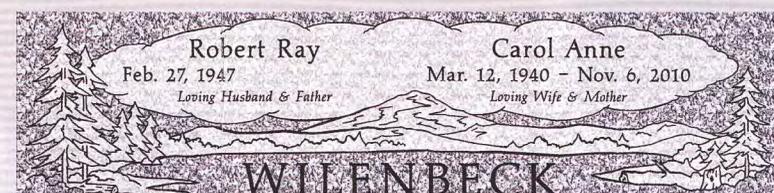
VG-614 Salisbury Pink



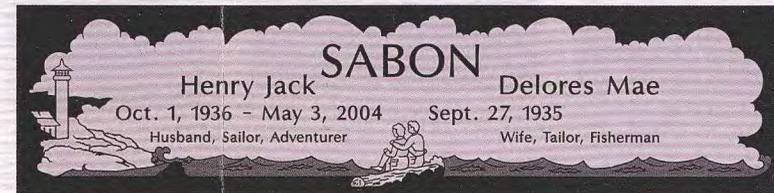
VG-616 Georgia Gray



VG-542 Morning Rose



VG-615 Select Gray



VG-564 Premium Black



Vancouver Granite Works

Artistically Commemorating Lives Since 1921



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Confused About Choosing a Monument?

Choosing a monument doesn't have to be confusing.

Whether you call it a gravestone, headstone, tombstone, memorial or grave marker, most likely this is the first time you have ever had to choose a monument. What style of memorial? What type of material? What design? What story would you like to have told? Would you like a flower vase or a portrait?

There are many options available and many choices to be made. On top of that, all materials are not created equal. How do you start? How do you choose a monument you'll be proud to share with future generations? That's where our family can help your family.

[Download our FREE Guide - How to Buy a Monument.](#)

Family Run with Your Needs at Heart

We are a family-run business that understands your concerns and caters to your needs when it comes time to select a monument. As the leading memorialists and monument designers in Vancouver Washington and Portland, Oregon, we have decades of experience assisting in the creation of fitting tributes to loved ones.

Best materials and top artistry.

For this special purchase, you deserve nothing less than the best materials and the finest artistry at a price you can afford. We offer the widest selection of granite in the area. And, our on-site artists work with you to capture the essence of your loved one's life story in granite or bronze—a unique honor that will last for

"It was comforting for me to have you take care of this service for my mother. I know she would have been as pleased as I am with your work. Thank you!"

M.N. of Vancouver, WA



Add a distinctive and professional flair to your business with stone signage.



Benches can serve as memorials or landscape features. We can design yours in one of 20 different granite colors.



We also create decorative accents for your home or garden in fine granite.

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Sat 9am to 1 pm

We Accept

Cash, Check, Visa,
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Discover

decades to come.

You are guaranteed:

- A friendly and compassionate staff that works within your budget to create a tribute that will last for generations to come
- Top-quality granite and bronze
- Traditional, modern or custom design styles
- An understanding of different communities, cultures, traditions and languages



Our indoor and outdoor display is the largest in the area.

Browse our site for:

- A gallery showing examples of our fine memorial art.
- Help in selecting the best material and type of memorial for your needs
- Background on our family, our business and our modern production facility and craftspeople at work

Visit our Showroom.

We invite you to visit the Portland, Oregon and Vancouver, Washington area's largest indoor and outdoor display of monuments (Mon-Fri: 8am-5pm and Sat: 9am-1pm) or [contact us](#) about a home consultation to discuss your needs.

Call us today.

We will happy to answer your questions. We can guide you through the process of selecting a monument that will stand as an honorable tribute and a lasting work of art.

We also offer fine [pet memorials](#), [home and business signage](#), and attractive [landscape features](#) carved in granite.



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How to Select a Memorial

[Download our FREE Guide - How to Buy a Monument.](#)

Buying a memorial is an important decision and VGW is committed to making sure you and your family have a memorial of the highest quality, whether you buy from us or not. Here are the five key factors to consider:

The Integrity of Memorial Grade Granite

Make sure that the stone is Memorial Grade Granite so that you are certain the memorial will not crack or fall apart over time due to normal weather conditions.

Artistry that Captures Your Loved One's Story

Take the extra time to work with the memorial retailer to design a memorial that combines just the right text, style and imagery to reflect the essence of your loved one's life now and for generations to come.

A Paper Layout to Verify Spelling and Design

You should receive a paper layout that you can use to verify spelling, dates, images and design features before anything is written in stone to avoid unpleasant surprises.

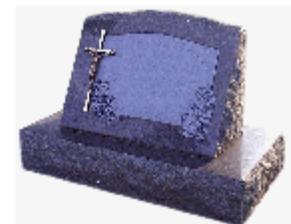
A Reinforced Concrete or Granite Foundation

The foundation should be made of reinforced concrete or granite to protect the memorial and keep it from tipping.

A Written Warranty on Quality and Craftwork

You want the company to stand behind the memorial's quality and craftwork with a written warranty.

"May I thank all of you for the good workmanship and the prompt delivery as promised"
A.G. of Vancouver, WA



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Call Vancouver Granite Works, Inc. today for more information on how we can create a finely crafted memorial that meets cemetery requirements, your design aesthetic, and your budget. VGW provides Memorial Grade Granite, top memorial artistry to tell your story, paper layouts, reinforced concrete foundations and a written warranty on all of our work.

[Click here](#) to see monuments that did not follow these steps.



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How to Spot a Low Quality Monument

Here are examples of what to avoid when choosing your monument or marker. We found these different memorials at various cemeteries around the area. We feel bad for the families who chose monument companies or funeral homes that sold them these monuments that either has inferior craftsmanship or will not stand up to the test of time.

"It was comforting for me to have you take care of this service for my mother. I know she would have been as pleased as I am with your work. Thank you!"
M.N. of Vancouver, WA

We hope that these examples will help you to know what to look for when choosing the memorial for your family.



The lines on this marker have very little depth and when the black wears out will have little or no contrast.

This vase sports a plastic ring that sits on top of the concrete foundation. The plastic vase ring is easy for the lawn

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mower to break especially when it sits on top of the foundation. When that breaks your vase will not be able to stand up.



This foundation was just a ring of concrete around the marker. Un-reinforced, it has begun to fall apart, which is accelerated when the grass grows between the marker and the concrete.



This marker has no foundation or lawn mower proof edge. Overtime this will tip as well as be the recipient of many lawnmower chips.



This marker's border line is a variable width. You can see how it varies across the top in width then gets wider yet as it goes down the side. These lines should be the same width.



These rose do not have the polished removed from them. This creates a flower that blends into the background. This is usually done due to the manufacturer rushing through the job.



Even with this exceptionally done Lawn Mower Proof edge, it will not protect a marker when it is set above the grass level.

This is a nice marker; it just has been set too low in the ground. Dirt, grime and grass clippings will settle on this marker. Also, when the vase has flowers in it, you won't be able to see the writing on it very



well. Most markers are set with the vase on the top of the marker to avoid this problem.



Notice the vase rings. They are going different directions. This is a sign of a rushed job. This finger holes should be oriented the same direction.



The border of this foundation is extremely tight to the base of this monument. This leads to chipped bases and unhappy cemeteries. Foundations should be at least 4"-6" bigger on all sides to allow for ease of maintenance.



We're not quite sure what's happening here. This "putty" should not be an eyesore on the monument and bevel out from the monument to the base. There should be a sealant or caulking around the bottom of the monument but it should not stick out like this. Perhaps they forgot to trim it after they completed the setting of it.



The lines on this marker are so shallow, it doesn't even cut into the stone in places. Obviously a job rushed through the process.



This is a unique monument that tells a nice story. Too bad it wasn't set properly. A monument of this size and complexity should be set using pins and not just little dabs of epoxy. That way vandals wouldn't be able to knock it over like they did here.



This monument has two problems. First, the granite foundation has been set too high and at some point the lawnmower will chip all the edges. Second, this is a flush marker set on edge to make a monument. Normally not a problem, except when the saw lines from cutting the granite slab are left exposed for a rather unattractive appearance.



This monument unfortunately has been set along way from level. It is important that a monument is level so that there is no risk of it sliding off the base.



This monument has been placed in the wrong spot. Cemeteries typically like to have all the monuments and markers in a row. It makes it easier to maintain and easier to find graves.

To find out what you need to do to make sure your monument or marker doesn't have any of these qualities, visit [How To Select a Memorial.](#)

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Memorial Gallery

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[Download our FREE Guide - How to Buy a Monument.](#)

(Click an image to enlarge.)

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