

# ASPIRE



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 **2009 MBNA Aspire to Success Marketing & Public Relations Contest**.

Any publicity you've received during the contest year (November 1, 2008 through November 1, 2009) 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*.



Deadline to submit material is November 23, 2009.

## 2009 MBNA Aspire to Success Marketing and Public Relations Contest

Name: Bobby Schlitzberger  
Company Name: Schlitzberger & Daughters  
Address: 6859 Lawndale  
City: Houston State/Prov: Tx. ZIP/Zone: 77023  
Phone: 713-926-1785 E-mail: info@schlitzbergers.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, 2008 and November 1, 2009. Deadline for receipt of materials at MBNA Headquarters is November 23, 2009. 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).

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# **Schlitzberger & Daughters Monument Company**

6859 Lawndale Street Houston Texas, 77023

713-926-1785 Fax: 713-926-1787

Earlier this year I received a phone call from a local competitor. It seems neither partner was physically able to run the company any longer. They wanted to know if we would be interested in purchasing their unused inventory. I went to their location, agreed upon a purchase price and made preparations to transport the material to our main office.

The next day I arrived back at the location with a couple of our shop crew in tow. I had agreed to pay rent on the property for one month as part of the purchase price, therefore allowing us ample time to remove the inventory.

Soon after our arrival a local news crew and one very unhappy customer arrived. And soon after, a second customer. The Houston Fox station had received a few complaints regarding memorials purchased at this company. Several families had paid money down and selected their memorials, but nothing had been produced and no one could reach the owners.

What you see in the enclosed news clip is what took place that day. What began as delivering a few memorials and completing productions on 5 or 6 jobs, soon turned into 58 incomplete jobs. They ranged from no material even being ordered to lacking a photo, vase or installation. We also worked with local cemeteries to get discounted installation and/or flagging fees for the families.

The monument company that closed had catered to a low income market and that was reflected in their product. I feel proud that the final product they received was of much better quality. They were so thankful. We made "customers for life". We were able to help these families and reach a 2 million+ audience in the process. Did we make money? No. But we made a difference.