

# 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

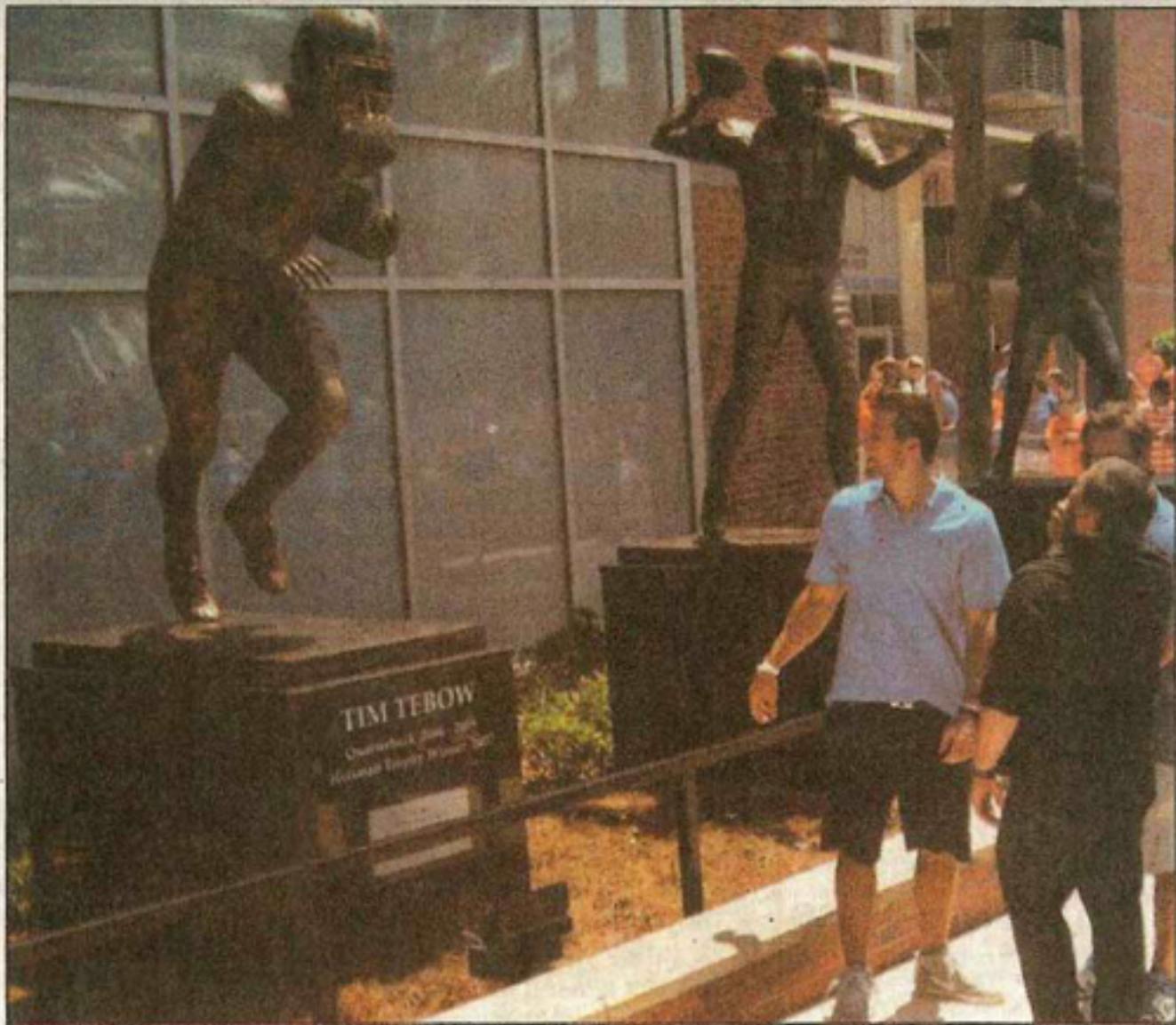
Re: Aspire Award Entry

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.





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



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



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