



MILESTONE

HELPING OURSELVES BY HELPING OTHERS

Loveland Meeting A Success

Members gathered in beautiful Loveland, Colorado on a Saturday morning for an early Annual Meeting this past August and were greeted with wonderful weather and the beautiful Colorado Rockies. Loveland is the gateway to these magnificent Rocky Mountains.

Loveland was chosen because it hosts one of America's most popular sculpture shows, an annual event for this mountain town, attracting leading sculptors from all around North America.

There were two sculpture shows going on simultaneously and a third craft show all attracting hundreds of visitors each day. Each sculpture show, offered viewers an endless array of sculpture in bronze, marble and other mediums and the artists were available to sell and discuss their art.

This gave us an opportunity to tie in the visit to the sculpture shows with our anchor program. **James Smith, AICA** of Campbell Monument Company, Belleville, Ontario, Canada headed that effort with a great program involving photographs and memorial design. Smith's program began with his instructions to have teams formed from those attending with at least one known designer on each team. The teams attended the sculpture show taking note of pieces they felt would work well in memorial design - either a private memorial or a civic piece for a commemorative tribute.

So with cameras in hand they started off to view the many pieces on display and to decide on their favorite piece to be used in the program. Once the teams chose the piece they felt they could work with, they took photographs and brought their camera disks back to James and he loaded the images into his computer at a site set aside for AICA members at the show where we could gather, rest and purchase lunch from the many vendors at the show.



One of many pieces that took the eye of AICA members at the Loveland Sculpture Show held this past August

The following Monday Smith challenged the members in his program entitled, *Designing the Loveland AICA Sculpture Monument*, to create a memorial design using the images from their photos. He provided drawing materials, non-hardening clay and shaping tools so they could create their models. The results of this program were rewarding to the members and as usual, the creativity of the group was most evident once again.

Turn to page 4 to see the interesting results of Smith's design program.

DESIGN

SCULPTURE

CRAFTSMANSHIP

COOPERATION

EDUCATION



Comments from Your Executive Director

So why is there a photo of such a pretty baby greeting you on above this article? To answer this question one must turn to page 10 to see another handsome child. Both of these adorable boys grew up to be your Executive Director and illustrious President of the Institute.

What started this impromptu use of these photo began when I requested a head shot from **Jed Hendrickson, CM, AICA** for his "President's Comments" page for this, his first Milestone article as President. For fun he sent me the photo you see on his page and I responded, "Be careful what you send me, I may use it!" And, so I have - I hope you don't mind me having a little fun with that?

Now for some actual association business and perspectives: As you have certainly

Leland B. Longstreth, AICA
Executive Director & Editor
Jeanne A. Longstreth
Association Secretary & Assistant Editor
Board of Governors
Jed Hendrickson, CM, AICA, *President*
Scott A. Johnson, AICA, *Vice President*
Jeff Anderson, CM, AICA, *Treasurer*
David Bott, CM, AICA, *Past President*
Directors
Dave Reeson, AICA
Mike Murphree, AICA
Jerry Lager, AICA
Monica Johns Montani, CM, AICA
Rick Zinter, AICA, *Association Member Representative*

AICA MISSION STATEMENT
**To Promote Excellence In Commemorative Art And
To Enhance Design And Professional Knowledge
Through The Exchange Of Ideas Within An
Atmosphere Of Trust**

noted, this issue of the Milestone is mostly dedicated to the events of our 59th Annual Meeting held this past August in Loveland, Colorado.

We did not have a good turnout attendance wise, however as I look back and recall the last 18 Annual Meetings that Jeanne and I have conducted, this one ranks very high on my list as one of the best. I am sorry more of you were not there to enjoy this beautiful place and the program we put on for you.

August was the selected month because of the Loveland Sculpture Shows and it was our only option since many of the members felt the Institute should attend

this annual event. I am glad we did. Now it is back to an Autumn meeting date as we look forward to visiting **Savannah, Georgia next October 15th - 18th, 2011.**

Glen Whitener, CM, AICA will be our Program Chairman and **Brandon Shields, AICA** will serve as our Host. Savannah is a beautiful city, full of historic sites and great venues, so I am sure our turnout will be back to higher numbers.

Because of our past history with Loveland and other meeting sites, the Board of Governors changed our dues structure to encourage better attendance. Here is the new plan for dues and the



required registration fees:

Annual Dues will remain at \$550.00 for Designated members and \$50.00 for Associate members. The required Annual Meeting Registration Fee has changed. Now the Member Firm must pre-pay one Annual Meeting Registration Fee with the Annual Dues for its Designated Member. Previously, Designated members 65 years of age and older could opt to not pay the registration fee unless they actually attended the Annual Meeting.

The registration fees have also changed. To encourage better attendance, the first (or required) registration for the Savannah meeting will be \$480.00 up from our previous fee of \$425.00. However, after the first registration additional registrations will be just half, or for Savannah \$240.00. This will result in a savings of \$130.00 for any two people attending from a member firm. Children and guests will be charged this amount as well.

Jeanne will be sending out the dues invoices in early January and these amounts will be listed again with a cover letter explaining this change. It is the Board's hope that this will allow member firms to not only send its Designated member but allow them to bring their spouse or key members of their firm. Guest and children are always welcomed.

For those of you who have been wondering when this issue of the Milestone would show up, I need to tell you a sad tale. The reason for its delay was due to my

computer being attacked by a very bad virus! It was really, really bad and required me to have my hard drive erased and all my software reinstalled.

This took a lot of time since my "IT" guy lives in Louisville, requiring me to mail the laptop to him and then I began the search to find and reinstall all the software, some of which I didn't have anymore. The last piece of the puzzle was reinstalled when I came to Florida for the winter and Honorary member **George Vokovich, AICA** helped by reinstalling his version of PhotoShop 7 so I could work with the many photographs required to make this Milestone interesting.

Currently we are back to normal! Whew! I don't want to go through that again. Thankfully, I used Gillware to back up my files twice a day and so all the important information for AICA, and my personal stuff was recovered.

Now for a look to the near future: Jeanne has nearly finished our new 2011 Membership Directory and will be mailing it to everyone listed in a few weeks. We are waiting on our Membership Committee to make its recommendation to allow me to invite another member. If they do, we will add this name and take it to the printer and then get it in the mail right away.

2011 - Savannah: We have contracted with the Hilton Savannah DeSoto Hotel located in the city center near local restaurants and shops. This location offers our members the opportunity to explore the city by foot, visit the

City market, Civic Center, Forsyth Park, and River Street, all just two to three blocks away. The Historic District of Savannah, is filled with beautiful trees, magnificent homes and interesting sites. So, you can leave your car behind!

Glen Whitener will be working closely with me to put on another great program. Here is just a peek at what awaits you:

Saturday Night: The President's Reception and Buffet Dinner will be aboard The Georgia Queen for a river cruise, complete with good old Southern food and entertainment.

Bonaventure Cemetery: We are making arrangements to tour the Bonaventure Cemetery with knowledgeable dossiers to tell us about the vast history of the cemetery and its many occupants. You may be familiar with the cemetery having read John Berendt's bestseller "*Midnight in the Garden of Good and Evil*". In any event, you can be sure to enjoy this visit as most of us are inordinately fond of cemeteries.

Other fun activities: We are planning to hold another AICA Golf Tournament for the golfers, a guided fishing trip for the fishermen and a free day on Sunday for everyone to enjoy beautiful Savannah.

Be sure to mark your calendars now for this next great AICA event. Jeanne and I are looking forward to greeting ya'all in Savannah!

Lee



MEMBERSHIP BY INVITATION ONLY

CREATING A MEMORIAL



The Bott Team sketches its idea...



And the idea blossoms!



Center: Bill Boone, CM, AICA begins building the clay model.



David Bott, CM, AICA and son Drew begin the process of assembling the soon to be finished model.



The finished model complete with an open air cross, blue doves, raised lettering, various textures and a flower pot with a simulated live planting!





Team spokesperson, Debbie Dalton, CM, AICA explains her team's concept of the skateboarder's final tribute as they display the drawing that inspired the finished model seen here to the left. Note the stainless steel base!

Mike Murphree, AICA gets a little help to balance his team's model. Working with new member David Sadler, AICA, the two were able to keep the clay figures upright with the help of some clever construction material - straws!



Be careful...
There we got it!

It takes a team
to construct this
model...

The results!





MEMBERSHIP BY INVITATION ONLY

IMAGES FROM THE LOVELAND SCULPTURE SHOW



A artist works his magic sculpting marble



The big grin shows this child's joy!



Sweet child with duckling



Strike three?

Below: An interesting piece joining granite with stainless steel to create a contemporary sculpture.



There were two interesting benches on exhibit using steel with marble. Bill Boone tries to determine just how everything is connected to this one.





IMAGES FROM THE LOVELAND SCULPTURE SHOW



The Institute had its own connection to the Loveland Sculpture Show. AICA's newest member, David Sadler, AICA from Sadler & Son, Hobbs, New Mexico received his first invitation to attend and display at the sculpture show.

Shown here in his booth in one of the many tents containing art from around the country, David proudly displays his unique marble and granite sculptures.

Sadler said he was pleased at the response he received by many collectors and the exposure he received.



Carving an eagle from white marble

Fantasy Horse



MEMBERSHIP BY INVITATION ONLY

Sculpture Show Highlights



Children of all ages were attracted to this marvelous sculpture of a lady sitting atop a stack of books and in front of larger than life sized toy blocks. It is hard to determine the real children from the sculptured ones in this photograph.

Here is the answer: The real live kids are standing close to read the story being held by the old lady.

How can you tell? The real kids moved around and interacted with the sculpture!

Can't you imagine this in a park or in front of a public library in your home town?





Sculpture Show Highlights



This fountain received a lot of oohs and ahhs from passers-by. The bronze sculpture revolved around the clear plexiglass cylinder as water from the pool flowed down the outside of the cylinder. This was one of your editor's favorite pieces.

Here is a closer look at the bronze figures that rotated at the top of the fountain.

My best guess was that this might have been symbolic of "Life's Circle" What do you think?





The Art of AICA

What a great time in Colorado. In case we ever forget, part of our group's title is art – and art we saw!

President's Comments
By Jed Hendrickson, CM, AICA

The Loveland Sculpture Invitational provided the background for this year's program – the art in commemorative art. Visiting the Sculpture Invitational (where our new member David Sadler was an invited artist) filled my mind with ideas and thoughts for memorials (and pieces I wanted to purchase and take home).

Using pieces we saw at the show as a starting point, Jim Smith conducted an education session on creating a memorial for an imaginary client. We really put the art into commemorative art.

It reminded me of an experience several years ago when a good friend of mine stopped by our studio. He is an old family friend – his father and my father are close friends. One his way out, Dave noticed several memorials we had recently completed and were preparing for delivery. Dave knows something about our business because of our long association. He was especially struck by one memorial and remarked, "How can you do that in such hard stone? It just amazes me!"

Are we still amazed at our art? Do we think that our profession and what we create is something special or do we consider it just routine? Dave went on to talk about his grandparent's memorial and the importance of family. Do we remember the role we play in our client's lives? How we can help in the healing process? We take a client's thoughts and feelings and create a permanent memory to commemorate their loved ones.

Our Colorado meeting gave me a fresh prospective on commemorative art. I think that sometimes we are too close, too wrapped up in our work and we forget the beauty and artistry in our memorials. The day-to-day pressures of running a business can cloud our minds.

Viewing work by other artist, whether memorial or other fine arts can provide a needed pause and a step-back so we can admire our craft through new eyes – as our clients may see it. Using stone quarried in all parts of the world, we expertly carve one of nature's hardest materials – we even make it look easy! With precision similar to many bronze animal sculptures on display in Colorado, we carve beautiful flowers and scenes. With precise and exact letters, we convey important information; we create interesting shapes and textures. It is amazing what we can do with "hard stone." We should be, and are, as much artist as those we saw in Loveland.

The memorials we create are valuable to our clients and we should value our work. Fine art is never inexpensive and we should charge sufficient to allow us to do quality work. What other product will be expected to last for generations? Because we consider what we do routine, we may not be placing enough value on our profession.

The skills, personnel and equipment to produce our craft, to carve "hard stone" are not inexpensive. Just like those expensive bronzes we saw in Loveland, the meaningful designs we create are valuable and should be priced accordingly.

Let's not forget that our craft is unique and meaningful. We must not underestimate its importance and value to our clients. Let's keep the art in our commemorative art and not forget how wonderful it is.



Team Designing “The Caldwell Way”

A Loveland Meeting Program
Presented by Troy Caldwell, CM, AICA

Troy Caldwell, CM, AICA has been operating his business a little differently than the average monument dealer. And when it comes to commemorative design, he leads the way in his market area in and around Kokomo, Indiana.

What makes Caldwell Monuments so successful is his leadership and innovative ways of involving his loyal employees into the process of designing memorials for his customers. Troy calls it “The Caldwell Way” and it seems to be working just fine - “thank you.”

Troy decided “to have less of me and more of others...” in the design process. He felt what he has learned from attending AICA meetings and the Commitment to Excellence seminar programs that employing a team principal and using his employees variety of skills would result in a better design, more satisfied customers - and happy employees.

Most times Troy meets with a prospective client and gathers important information about the client and their wishes. He knows his market area and cemetery regulations and gets a working budget during the interview along with the necessary design information to bring back to his team.

In the initial interview, Troy knows the importance of relationship building and to “get the story” of the person to be memorialized. He lists key points from the interview and asks for permission to do something special, explaining that he and his team will need to follow up again with the client in a week or so to show the team’s suggestions. He may have drawn some thumbnail sketches to get the initial design concept but explains that his team may come up with

a more interesting idea. And, many times they do.

His design team is led by Staff Designer, Amber Crites, a young woman of many artistic talents, whose soft touch gives her renderings a feminine flavor. But beyond that, Amber is his best etcher and is very creative when it come to memorial design.

Normally the design team will discuss the design concepts they all come up with based on the interview Troy has conducted. This may bring forth as many as 12 or more ideas. They will narrow this down to one to three to show the customer - with at least one based on the client’s budget.



When Troy meets again with the client, he may have Amber sit in. It is not unusual that doing this brings a completely different feeling to the interview. His client’s love working directly with Amber as she explains the team’s concept. It may bring a change or more than likely a final drawing for approval and an order to get started building the memorial.

Besides Troy and Amber, Sandy Garling who works in sales and Brandon Sanders, an etching artist who has been apprenticed by Amber, completes the team.

One important function of team is to “celebrate the accomplishments” as Troy says. Make sure to recognize success - it makes everyone involved feel good about the process. “Good job guys!”

And to Troy and Amber, many thanks for bringing this important message to us.



Let'em Know Whose Team You're On

By Rick Zinter, AICA
Associate Member Representative



Often times, as an Associate Member of the American Institute of Commemorative Art, you are quoted on a given subject and asked to give an interview, advice or opinions to a trade magazine, newspaper or even local television station. These are all positive situations to be in as they establish yourself and your firm as someone who is knowledgeable, influential and steadfast in your industry... "A Leader." They wouldn't be turning to you and your thoughts if this were not so.

The mere fact that they have sought you out for your position on a given matter is testament to their understanding of you as "someone who knows about these things." And indeed you do "know about these things".

You, after all, are an associate member of AICA - a group of leading memorialists in North America who strive to be the best they can be in Design, Education, Business Practices and Knowledge. You rub shoulders with the best and the brightest in the industry... You learn from them, glean knowledge and expertise from them, and try to emulate them.

It is with these thoughts in mind that I submit to you that the next time you give an interview with one of our trade magazines or local newspaper that you leave them with your designation as your name followed by "AICA".

This "signature" will bring added exposure to not only yourself and your firm but also to the Institute as it will illicit queries as to the purpose of AICA and what the organization tries to do in the way of education, sharing of knowledge and general attempts at bettering the memorial industry by leading through example.

Just like wearing an AICA lapel pin to a local function, this designation will bring questions to you about AICA and allow you to explain its mission to those who previously were unaware.

So the next time some cub reporter with a pencil stuck behind his ear interviews you in print, give him the answers he's looking for and then let him know who you are by signing off with your name followed by "AICA".

Rick



Photography And AICA Web Site Up-date

Loveland Programs
By John Scott, AICA
Association Web Site Manager



John Scott, AICA does double duty, not only for his two separate business functions as viewed on the World Wide Web - one for High Cross Monument Company and his second site for Beaumont Monument Company, both headquartered in his very neat shop in Beaumont, Texas - but also for presenting two very informative programs while attending the Loveland meeting.

John has been helping me for several years now to manage the AICA Web Site and to keep it up-dated and fresh. So now it is time to bestow an official title on this talented member: **Association Web Site Manager.**

I double-dare anyone to find a more devoted guy to help manage the AICA site. He really gets into making it more user-friendly, checking on those results almost on a weekly basis, and yes, even bringing to a few member's attention a better way of linking to and from their individual site to improve traffic to both.

During the Loveland meeting, John presented two very good programs. "Photography", which is so complete it reminds me of a full day seminar! So I encourage you to watch a video of the Photography talk presented at the convention by going to our AICA site and selecting Members Area and entering "member" as the user name and then "milestone" as the password.

There you will see two video programs that John has uploaded for your viewing pleasure.

Since the subject of photography is so vast and so important to anyone in business today, I will ask you to allow me to pass on reporting on this program and direct you to read over his presentation. Thank you!

So now back to the second program entitled, "AICA Web Site Up-Date". John explained several mistakes we all seem to have made in designing our sites. Many times we have way too much text on a given page - and it is skipped over by most looking for a memorial. That is true for most pages except ones entitled "How to Choose Your Memorial" or "How to Buy a Monument".

The whole idea of having a web site is to get people in your door, unless you intend to sell monuments in Russia, Africa or the Far East. So John's suggestion of embedding your home town and home state within your site will assist search engines to find you as well as those prospective clients in your market area. The site gets them interested in you and your company and brings them in the door or perhaps a phone call to arrange a home interview.

So having a good site, one that is interesting and full of well designed monuments will do wonders for your business. Make your site user-friendly, place interesting photos of unique memorials you have made to set you apart from the low-end, serpentine top, corner carving dealers across the country.



MEMBERSHIP BY INVITATION ONLY

HAROLD J. SCHALLER, FAICA DESIGN CONTEST WINNER



James Smith, AICA, AOCA, from Campbell Monument Company, Belleville, Ontario, Canada captured the Schaller Award with this rendering and conceptual design

The **Harold J. Schaller, FAICA Award** is competed for each year by the Institute's top designers who excel in conceptual memorial design and rendering techniques. So it is no surprise who is being recognizing for outstanding achievement in conceptual design this year.

James Smith has been a member of the Institute since 2005, when he won the Eugene H. Faehle, FAICA Design Contest and took home the Faehle Trophy from his very first meeting! James has continued to contribute and share his talents with his fellow members ever since and now his award winning

entry is a design that has been chosen by the city of Quinte West to create a memorial to honor members of the Canadian Armed Forces who have lost their lives in the conflict in Afghanistan.

The components create a welcoming space appropriate to peace and contemplation. A granite soldier stands as a sentinel in front of a black granite maple leaf etched with silhouetted figures representing individuals who have been touched by these tragic losses. A red granite maple leaf represents Canada honoring those individuals who have suffered losses in the service of their country. ***Congratulations James!***



EUGENE H. FAEHNLE, FAICA DESIGN CONTEST WINNER



This year's Faehnle Trophy winning design for the Fimiani Family combines bronze sculpture, Mahogany and Barre granite



Monica Johns is all smiles as she poses with the Faehnle Trophy and her winning design for this photo taken in her office back in South Euclid, Ohio

Monica Johns, CM, AICA of The Johns-Carabelli Company, South Euclid, Ohio won first place in the Family Monument category and was judged "Best of Show" winning the Eugene H. Faehnle, FAICA Trophy.

This was Monica's first Faehnle Trophy winning design but not her company's. Her father, Mike Johns, CM, FAICA took honors in 1996 and again in 1999 before retiring from his daily activities at the firm.

Monica said, "Memorializing a lost child is the greatest challenge for a designer." The Fimiani family wanted something completely unique and to include a sculpture of their angel daughter under the watchful eye of her guardian angel.

The reclining angel is sculpted in the likeness of Hope Violet Fimiani. The flowers are violets (her middle name), the book has the family's fingerprints and a heart-felt message on the pages.

There is a butterfly on the pillow and on the

book. The combination of polished Mahogany and rock pitched Barre gray granites symbolize something beautiful yet a rough and unfinished life.

Monica had several entries in this year's design contest and she received a second and third place winner as well for her designs for the MICKLES monument and the AMES monument, both entered in the Companion Monument category. Those design photos can be seen on pages 17 and 18 of this issue.

Editor's Note:

You know that many times when you enter a contest you notice a statement that reads, "You need not be present to win". Well, that is exactly what happened to Monica. She was unable to attend this year's Annual Meeting in Loveland so she mailed in her entries to the AICA Office and "bingo" - she won two categories and Best of Show for her FIMIANI family monument design.

Congratulations Monica!



MEMBERSHIP BY INVITATION ONLY

EUGENE H. FAEHNLE, FAICA

First Place Winners



The Natalie Anne Thompson won First Prize for the Individual Monument Category and is a Terry Joy, AICA design



This unique memorial marks a hiking trail in Colorado and is one part of a large grouping designed by Debbie Dalton, CM, AICA



The Riggle Monument won First Prize in AICA's Companion Monument Category and is another fine design by Terry Joy, AICA of Louisville, Kentucky



If it seems that Terry Joy took most of the awards from our annual design contest, well he did! Here is his first place winning design in the Single/Companion Marker Category

See these and many other award-winning designs and read their "Story in Stone" messages on our web site, www.monuments-aica.com. Search "Award-Winning Memorials" and "Monument Galleries"



DESIGN CONTEST WINNERS

Second Place Winners



The Mickles Monument is another winning design by Monica Johns, CM, AICA from South Euclid, Ohio



This boulder-style memorial took second place and was designed by Linda Willis Morris, CM, AICA



Jed Hendrickson, CM, AICA from Santa Barbara, California created this ceramic medallion memorial. Read more about this interesting concept on AICA's web site.



This large World War II Memorial was designed by David Bott, CM, AICA. To learn more about this huge project visit our AICA web site.

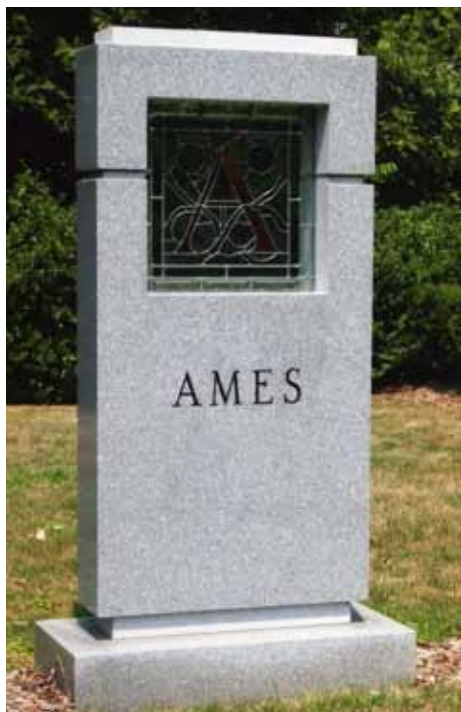


The Peters bench-style memorial is another fine design by Peter Troost Monument Company's head designer, in Hillside, Illinois, Michael Feinberg, CM, AICA.



MEMBERSHIP BY INVITATION ONLY

EUGENE H. FAEHNLE, FAICA THIRD PLACE WINNERS



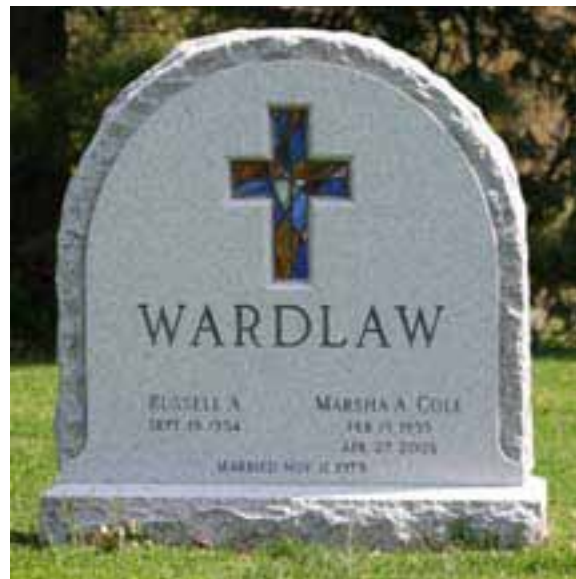
The Ames Monument, by AICA designer, Monica Johns, CM, AICA is her third entry that captured the attention of our judges. The stained glass window is from a school that the family had a part in building



This Children's Park memorial was designed by Linda Willis Morris, CM, AICA. Her customer requested a sign for a park near a lake and Linda created this symbolic sailboat for the Lions Club



This bench monument was designed and built by Linda Willis Morris. It is Linda's third winning design this year!



The Wardlaw monument features a cut out cross filled with stained glass. Another Terry Joy award-winning design

Jed Hendrickson won third place and his second winning design by creating this flush marker for a family who would rather have had a large monument with this angel carving draped over the tablet





Happy Members in Loveland



Senior member Dennis Johnson, AICA served as our Master of Ceremonies



Jill and Jim Peterson, AICA enjoy the beautiful day in sunny Colorado



Our new Treasurer Jeff Anderson, CM, AICA and his bride, Renee'



Past President David Bott, CM, AICA seems pleased with his gift of sculpture by our guest sculptor Dean Dickson of Greeley, CO



Debbie Dalton, CM, AICA and her husband Mike McBride served as our Hosts



Dave Pace, CM, AICA and his wife LilAnn are from Brookhaven, Mississippi



Julie and John Scott, AICA from Beaumont, Texas. This was Julie's first AICA meeting.



Mary Lou Johnson loved the Awards Dinner favors!



Fishin' Buddies

What a beautiful day for fishing! These fine folks found a trout stream and a bass pond on their free day while in Loveland. Pictured are Fishin' Buddies Lee Longstreth, Jeanne Longstreth, Bill Boone and rookie Michael Morris. This was Mike's first AICA meeting and we believe he'll be back to enjoy the AICA family again.



The Longstreths enjoyed spin casting for bass in a nearby pond. Using artificial lures it was all catch and release for the big bass. Jeanne was the best dressed fisherman! Love that hat!



Lee's big bass - one of many that day!



We saw these Big Horn Sheep along the road on the way to the fish camp.



Bill Boone got all dressed up as well to wade the trout stream. He and Mike had a good day catching trout.