

Once the harmonious balance of creativity and proper design has been established, you can use it to improve every aspect of your business. You can strengthen your web site and create better sales tools.

You can build a brand of quality, and market your company in extremely unique and effective ways. You can even sell a nicer and more expensive monument, which will certainly increase the value of our nation's cemeteries, and strengthen the monument industry as a whole.



Cole Brown, CM, AICA
Natchez Monument Company
Natchez, Mississippi

Creativity, at its very foundation, is getting talented people to work effectively with one another. That takes

trust and respect, which in turn fosters an environment that nurtures respectful and trusting relationships and unleashes everyone's creativity.

If we get that right, the result is a workplace where everyone feels that they are a part of something extraordinary. To that note - I'm especially thankful that such a culture exists at Natchez Monument.

To further answer the question of topic we must explore three different categories as it pertains to creative inspiration/motivation:

1. Mentors/Peers - Dave Pace, David Sadler, CM, Bobby Mattos, CM, Ross Oglesby, Dan Bellan, AICA, and Terry Joy are each so uniquely creative when it comes to the story telling process involved with memorials. Grouped together, they possess a myriad of contrasting styles and serve as a catalyst for my own progressive monument concepts.

2. Art/Music - "Art is what you can get away with." This particular infamous Andy Warhol saying hangs in our office and is a constant reminder that a clear vision is instrumental to one's artistic growth.

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To that same tone comes the energizing sounds of Florence Welch whose music to me embodies the notion that if you do something with your whole heart and it's a mistake, you can live with that. Additionally, a humble spirit coupled with a sense of both of joy and fear has been an important ingredient in my creative evolution.

3. Inspiration through Coaching - Believe it or not, coaching youth baseball/football has given me perspective and reinforced the importance of discipline, good character and a laser like focus when it comes to our employees, our products, and the process. Additionally, the young men I have been fortunate to coach over the years have inspired and honed my own sense of radical creativity in the most rudimentary way - a simple love and passion for something bigger than you.

Ultimately, Dave Pace summed up creativity best - "Have a goal, be determined, work hard, and be patient...Because all good things take time to develop." **MB**



Perry Giles, CM, is the owner of Giles Monument Company in Waxahachie, Texas.

He has spent 40 years full-time in the monument business, and has served twice as the President of the Monument Builders of the Southwest, as

well as being a member of the Editorial Advisory Board of MBNews.