

MARTINO STUDIOS - PROPOSAL

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1640 REDFIELD ST.
LA CROSSE, WI 54601

Kirk Rodman
The Highground
W7031 Ridge Road
Neillsville, WI 54456-0457

March 29, 2010

Dear Kirk,

Enclosed are some ideas for a sign for the Highground entrance. They symbolize the idea of a place in Wisconsin centrally located where vets and others can come to remember, honor and heal. The sign could be fabricated out of metal or stone. The star is a simple bold element that could be seen from a distance and be easily identified. The Bronze figures could be added to the sign to symbolize the mission of people helping veterans to remember, honor and heal. In one of the designs the words "remember, honor and heal" are on the steps. This symbolizes the steps toward healing and becoming whole again. As in a military battle the highground can give the advantage of seeing clearly the field of battle and is a stronghold from which to make well informed decisions of what to do in the struggle. The Highground memorial park is a place where a veteran can find spiritual and emotional highground and gain a healing perspective on their experiences.

I have some other ideas about the new learning center that I would like to discuss with you. Please call me when you receive this letter.

Thanks,





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