



F.V. CEMETERY COMPANY INC.

*A Non-Profit Corporation*

FAIR VIEW CEMETERY, *est. 1890*  
CEDAR LAWN MEMORIAL PARK, *est. 1930*

P.O. BOX 6231  
ROANOKE, VA 24017  
540.344.4263

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# FAIR VIEWS

*Dedicated to a Future as Proud as Our Past*

2012



## WELCOME!

Welcome to a new look for the twenty-fourth annual *Fair Views* newsletter. Traditionally, the newsletter has been mailed to the Fair View Cemetery lot owners and their families. Starting with this issue, the readership will expand to include Cedar Lawn Memorial Park. which has been owned and operated by Fair View since 1965. We refer to both cemetery properties as The Fair View Group, operated out of one office, by one staff and one maintenance crew. In-common articles and news specific to each cemetery will be shared. Please let us know what topics you would like in upcoming newsletters.

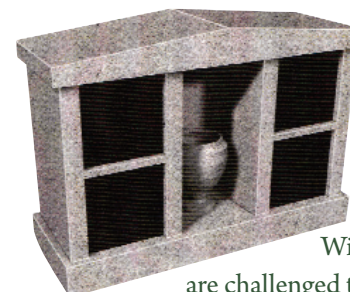
## WITH SINCERE GRATITUDE

With grateful hearts, we would like to recognize and express our sincere appreciation to Mamie Vest. We will miss Mamie's dedication and creativity to this newsletter.

In recognition for Mamie's devoted service, a contribution has been made in her honor to the Fair View Foundation.

*“Fair View Cemetery is truly a historic gem in the Roanoke Valley. It has been a joy creating the newsletter for over 22 years and observing the untiring dedication of management and supporters to preserve and enhance these beautiful grounds.”*

—Mamie Vest



## INTEGRATING TRADITIONAL BURIAL AND CREMATION

With the rise in cremation burials, we are challenged to share and educate families about burial options and, more importantly, about memorialization for all options. A shift from traditional to more modern burial concepts has given us the opportunity to offer burial and memorialization choices that did not previously exist. This article is intended to help you discuss with your family how you would like to preserve your heritage for future generations.

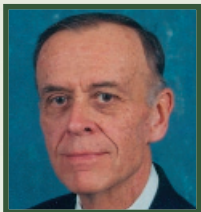
Many families have continued to have traditional burial arrangements on existing family lots or purchase additional spaces. Some have chosen to inter cremains on the family lot in available spaces and match the existing memorials. In the case of a full lot, we offer a Family Columbarium, either beside a family monument or in place of a family monument. Also, a columbarium niche may be purchased instead of burial property. Any combination of options allows the family to continue to permanently preserve their heritage.

The successful integration of traditional burials and cremation options will shape our Vision to meet your family's changing needs for generations. Almost daily, we have inquiries for genealogical heritage. This affirms the importance of everyone having a final resting place for future generations to visit. Interestingly, some families have recently chosen to place a memorial even though there was no burial.

The Fair View Group would like to reach out to you for discussion about your personal plans and our combined Vision for both cemeteries. We are actively involved in long-range planning, and we would appreciate your feedback relative to future products, services, and beautification.

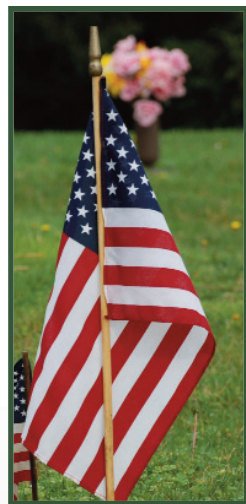
Refer to [www.thefairviewgroup.org](http://www.thefairviewgroup.org) for additional information.

### IN MEMORIAM



Fair View would like to recognize and extend our sincere gratitude to **Standford "Buddy" Fellers**. Buddy was a lifelong resident of Roanoke and served on the Fair View Board of Directors for 35 years.

Thank you, Buddy, for providing us with your valuable advice and unwavering support to The Fair View Group.

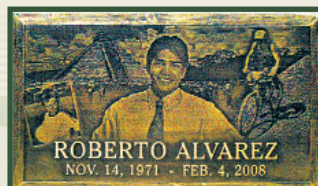


## FRONTIER GIRLS HONOR VETERANS

On a sunny and unusually warm November 10th Saturday, a small group of girls from Vinton, known as **Frontier Girls Troop 195**, gathered together to participate in the Roanoke Veterans Day Parade, and then they proceeded to Cedar Lawn Memorial Park to place flags at the gravesites of the Veterans who are laid to rest there. Gathering the troop around the flag, Fairview's Family Service Counselor, Dennis Yeatts, set a patriotic tone by playing Taps for the troop before they began placing the flags.

*“We strive to give thanks and honor to those who served for us. As a new troop, the first way we have reached out to accomplish that goal was to partipate in these events...”*

—Frontier Girls Troop 195 Leader



## LASTING MEMORIES

A memorial should reflect the unique personality and memories of the person it commemorates.

Now you can select your favorite photographs and we will turn them into a one-of-a-kind tribute in everlasting bronze specifically designed for and about your loved one.

## The Fair View Foundation

P.O. Box 6231 • Roanoke, VA 24017

F.V. Cemetery Company Inc.

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LEARN ABOUT OUR PRE-NEED SPECIALS





FAIR VIEW  
EST. 1890

OFFICE

CEDAR LAWN  
EST. 1930

## MEETING OUR MISSION

*“We want to extend our sincere appreciation for your kindness, knowledge and sympathy during our father’s recent passing. Kindness goes a long way during such hard times.”*

—The Plunkett Family

Serving families during their time of need is just one of our missions. In the days following a service, we recognize that many questions and concerns often arise. A Family Service Counselor will arrange a condolence visit to ensure all needs and concerns have been met.

The primary responsibility of the Family Service Counselor is serving the immediate and pre-need families to arrange for services and follow-up care.

You may be contacted to complete a historical family record following a burial or at any time for a verification of records.

This information is our effort to maintain the file history and to keep you and your family apprised of pre-arrangements made or still needing to be made.

This is a gentle reminder of significant importance.



Steve Russell

Pastor **Steve Russell** brings over 24 years’ experience helping others find solutions to “inevitable situations.” It is fulfilling to be able to guide individuals and families who are grieving. “...I am able to offer planning and encouragement services as the grieving and healing process begins.”



Dennis Yeatts

**Dennis Yeatts** is a native of Roanoke, growing up in the shadow of the Fair View Oaks. After graduating William Fleming High School and serving 4 years in the US Air Force, Dennis said upon coming to work for Fair View, “It’s like coming home.”



## CONTINUING TO IMPROVE WITH YOUR GENEROSITY

Included in this newsletter, you will find an acknowledgement of contributors to the Fair View Foundation from November 2011 through October 2012. We published the first list of contributors in the 1984 newsletter and have continued to do so each year since that date. **Over half a million dollars** has been generously contributed since 1984, and these funds have been used to enhance the beauty of Historic Fair View as well as for capital improvements to enhance the property.

Over the last year, your donations to the general fund made it possible for the exterior of the office building to be remodeled, and we added a new security system, storm damage cleanup, and continued beautification of flower gardens and plantings.

The original structure of the office (front and inner section) was built in 1923, with an expansion in 1987. Improvements this year include roof repair and all exterior wood covered in vinyl, along with new soffit and fascia around entire building. New signage and custom welcome mats create a warm feeling near the entrance.

In addition, our maintenance crew has spent several hundred hours grading and preparing for the construction of a new maintenance building. Construction is planned for 2013. You may continue to designate gifts exclusively for this building or contribute to the general foundation, to fund our continued operations.

We welcome you to visit the office anytime. Come see what your donations are being used for. Our staff is here to serve you and looks forward to meeting you and your family members. Building a relationship can come as a comfort for everyone. We could not do this without you. Thank you for making what we do possible through your generosity.

## WELCOME CEDAR LAWN FAMILIES

*We welcome the families of Cedar Lawn Memorial Park.*

Cedar Lawn originated in 1930 and was purchased by Fair View in 1965. Since that time, the lot owners have tripled, and the heritage has grown considerably. We are now planning with second and third generations. The future of this park is more important than ever, and your input is always appreciated.



This newsletter is the first time a mailing has been sent to the approximately 3,300 family contacts. This past spring, we mailed an events flyer which included invitations to our Easter Sunrise Service, Mother’s Day flower placement and a Memorial Day Event.

In July, we mailed a survey with two goals in mind. First, to notify you of special pricing on bronze memorials, and second, to encourage feedback on groundskeeping and product planning.

We were pleased to receive more than 100 responses, which included requests for preplanning information and compliments about the grounds, as well as work orders. All responders have been contacted and all work orders completed. ***Your participation is appreciated, and our mailing list was updated for the first time.***

Watch for future mailings featuring new products and special offers. Visit our website for updated information.



## LASTING MEMORIES

I want to thank everyone at Cedar Lawn and Fair View for helping me on one of the toughest days of my life. When we lost Kayden, everyone in the office was so respectful, helpful and caring. Mike went above and beyond the call to help me design Kayden’s “*Lasting Memories*” bronze memorial.

It has now been a little over a year since Kayden passed. I visit Cedar Lawn nearly every day and I can say the grounds crews do an outstanding job creating and maintaining a clean and peaceful environment. Even today, everyone still supports us and shows us respect each day. I cannot think of a better resting place for Kayden.

—Misty Ferris  
Kayden’s Mom



## CEDAR LAWN TREE PLANNING

We’ve continued to hear growing concern from families connected with Cedar Lawn on the need to cover the maintenance area from view of the Garden of Devotion and Garden of the Cross. Considerable thought and planning on this issue have resulted in a project to begin immediately.

The strategy is to remove twenty-one over-grown pine trees along the back perimeter on the south side. Once the trees and stumps are removed, the ground will be graded to level the garden area. The work is slated to complete by spring 2013, in preparation for the planting of thirty Green Emerald Cypress trees. This will not only improve the grounds but will enhance the beautiful skyline.

Originally, we investigated building a fence along the ridge; however, in considering the cost of the fence compared to a green-friendly solution, we felt planting the trees to be a more fitting option. The total cost for this project is \$12,000. There is still time to send your support for this cleanup and replanting by making a tax-deductible contribution to The Fair View Foundation specifically for Cedar Lawn.





*The Fair View Foundation gratefully acknowledges those who have generously contributed to the preservation, maintenance and beautification programs to preserve Fair View Cemetery and Cedar Lawn Memorial Park for future generations.*

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NOVEMBER 2011 –  
OCTOBER 2012

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