



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
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Organization
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Permit No 512
Roanoke, VA

FAIR VIEWS

Dedicated to a Future as Proud as Our Past

2019



WWW.THEFAIRVIEWGROUP.ORG

DONATING APPRECIATED PUBLICLY TRADED SECURITIES TO CHARITY

New this year, donations to the Foundation can be made online through the website. Also, the Foundation can now receive stock contributions. Read below to learn how:

Donating Appreciated Stock to Charity

For philanthropically minded investors, publicly traded appreciated stock can be among the most tax-advantaged items to donate to charity. Contributing such assets may enable the donor to potentially eliminate capital gains tax liability on the sale of the assets and enjoy a current year tax deduction, if the donor itemizes, while allowing the charities they support to receive the most money possible.

What Is Appreciated Stock?

Appreciated securities are investments that have increased in value from the time they were purchased, and can take the form of publicly traded stock, exchange-traded funds (ETFs), closely held stock or mutual funds. For example, if a stock was purchased for \$30 per share and sold for \$50 per share, the stock has appreciated by \$20 per share. When appreciated stock is sold, the owner generally realizes capital gains equal to the appreciation and may be liable for either short-term or long-term capital gains taxes, depending on the length of time the investment was held.

Charitable Tax Planning Opportunity: Donate Shares of Appreciated Stock to Charity

Taxpayers who are considering current year charitable contributions and are also facing long-term capital gains taxes on appreciated stock that they have held for more than a year can realize a much more favorable income tax result and charitable impact by making a timely donation of the appreciated stock directly to charity. If the donor sells the stock first and then donates the cash proceeds to charity, the donor may be subject to capital gains taxes on the proceeds from the sale of the stock. But if a donor contributes appreciated stock held for more than one year directly to a public charity, the donor can potentially eliminate capital gains on the sale and deduct the fair market value (FMV) of the donation, if the donor itemizes.

It is always best to consult your financial advisor and a tax professional when considering gifting appreciated stock to a charity.

F.V. Cemetery Co. Inc. has established a brokerage account with a local firm to accept donated securities. For further information, please contact Myrteen Heslep at 344-4263.

THANK YOU
For the Landscaping Gift

CALL TO LEARN ABOUT
OUR PRE-NEED SPECIALS
540-344-4263

The Fair View Foundation
P.O. Box 6231 • Roanoke, VA 24017
F.V. Cemetery Company Inc.
TheFairviewGroup.org

Board of Directors

Dennis R. Cronk, *Chairman* William C. Stephenson, IV, *Director*
Myrteen C. Heslep, *President & Treasurer* Charles Hunter, *Director*



LANDSCAPING UPDATES AT FAIR VIEW AND CEDAR LAWN

"A place to visit a loved one who has passed is an important part of the healing process."

Taking this quote to heart during a recent Fair View vision meeting, we explored our desire to create a visible landscape that will welcome people from the street into the sanctuaries of both Fair View and Cedar Lawn Memorial Parks.

Before simply installing an array of plants, we established a few guidelines that would integrate well with the already established hardscape and terrain of the properties.

While the only way to heal from a loss is with time, we feel beautifying our landscaping is a graceful way to provide a quiet place for you to honor and remember your loved one.



THE STONE WALL AND GATES AT THE MAIN ENTRANCE TO FAIR VIEW WERE CLEANED IN THE SPRING OF 2019.

IT HAD BEEN A LONGTIME DREAM TO LANDSCAPE BOTH OUTSIDE AND INSIDE THE FRONT ENTRANCE, AND **THE IMPROVEMENT LOOKS AMAZING.**

A CONTRIBUTOR BECAME INTERESTED IN THE PROJECT AND HELPED US GET A LANDSCAPE DESIGN PLAN FOR OUTSIDE AND INSIDE THE ENTRANCE.

WE CONTRACTED FOR THIS PROJECT: BOTH PHASE 1 AND PHASE 2 WERE COMPLETED SEPTEMBER 2019. THE DREAM IS TO CONTINUE INTO THE CEMETERY WITH LANDSCAPE DESIGN.

IF YOU ARE INTERESTED IN SUPPORTING NEW ENHANCEMENT PROJECTS, PLEASE INDICATE SO ON THE ENCLOSED ENVELOPE. OUR SINCERE THANKS.

Have you visited the Cremation Cross Garden at Cedar Lawn?

If you have visited, then you may have seen how this area is filling out with plants and new cremation products since its inception. We have some families who feel cremation is somehow more limited than burial, but that couldn't be further from the truth. Our cremation options continue to evolve and interest many of our families.

If you have not come through, we invite you to do so by arranging for a guided tour or exploring on your own. So often we can lend counsel to help make personal choices to meet your family's unique needs.



Dedicated to a future as Proud as Our Past

IN MEMORIAM

HAZEL MARGARET MILES CRONK

It is with great sadness we announce the passing of a dear Fair View family member, Mrs. Hazel M. Cronk. Born in Giles County, Hazel lived in Salem as a child, and spent the majority of her adult life in Roanoke, passing at the age of 99 years. Hazel was a kind-hearted Christian lady who was loved by family and friends and genuinely returned the love with a heart full of joy.



Marrying John Russell Cronk in 1939, she partnered alongside him at Fair View Cemetery, assisting in pre-need sales and helping to grow the business. During those years, she also served on the Fair View Board of Directors and was Secretary to the board.

Mrs. Cronk is survived by her son, Dennis Cronk (Elaine); her daughters, Rebecca C. Fariss and Myrteen C. Heslep (Roger); four granddaughters, and four great-grandchildren. Hazel left a legacy of love and perseverance and her passing will be a loss felt throughout the community.

**Thank you to the many contributors
who donated to the Fair View
Foundation in her memory.**

On a personal note, my mother had pre-planned the funeral home and cemetery services. I now know how helpful pre-planning was to our family. There was more than enough to take care of with flowers, obituary, service planning, family meals and gathering. We were allowed to spend our days focusing on our mother's memory as a family.

Would you like to talk about what is involved in pre-planning and creating memory time for your family? Please call so we can share a meaningful conversation: 540-589-0050.

—Myrteen Heslep

WELCOME TO THE FAIR VIEW GROUP

We are proud to announce the hiring of three individuals. All three began working in the Fair View office in 2019. We welcome their enthusiasm and knowledge to serve Fair View and Cedar Lawn families. Also, we are fortunate that each of these new employees has a background in the cemetery and funeral home industry.



NIHKOLAS LAFAYETTE TIPTON DIRECTOR OF FAMILY SERVICES

The Fair View Group, owner and operator of Historic Fair View Cemetery and Cedar Lawn Memorial Park, is pleased to announce the appointment of Nihkolas Tipton as Director of Family Services.

"I intend to apply my knowledge and experience to help continue to provide a beautiful place to memorialize our families' loved ones. Fair View Cemetery has a long-standing heritage that has been servicing our community for well over a century, along with Cedar Lawn Memorial Park. I plan to continue this by offering traditional and new ways to help memorialize our families' loved ones, and by continuing the beautification of our grounds."

Mr. Tipton joins The Fair View Group with extensive experience serving families throughout the Roanoke Valley since moving here in 2010. Coupled with his knowledge, he has a commitment to providing exceptional service to our families with a true passion that ensures his dedication. Within these roles, Mr. Tipton will help uphold the utmost respect and dignity of the community that we have been helping serve since 1890. Mr. Tipton will also be orchestrating events within the community to help answer questions, and educate on the importance of end-of-life preparation.



PATRICIA ANNE CRAWFORD CUSTOMER SERVICE COORDINATOR

The Fair View Group welcomes Tricia to the office front desk. Tricia is from Franklin County and attended Ferrum College and Virginia Tech. As a horticulturist, she has maintained cemetery grounds and plantings. Her knowledge of work orders, marker orders, and services has made for a smooth transition into customer service. Tricia has exceptional customer service skills and is gaining knowledge of genealogy, products and services. You are welcome to visit or call and she will assist you and answer your questions.



JONATHAN SHAFFER FAMILY SERVICE COUNSELOR

Jonathan joins us as a licensed funeral director. He recently worked with Fairfax Memorial, which is a funeral home and cemetery combination. Jonathan attended Virginia Commonwealth University and the Commonwealth Institute of Funeral Service. He brings experience with a diverse array of funeral customs and services, and has a strong background in pre-need burial arrangements. He is the right person to speak with if you are considering cremation arrangements. Jon is also following up on the abandon-lot process that is included in this newsletter.

GRAVE MATTERS

Fair View Moves Forward with Procedures to Declare Lots Abandoned

Fair View has just concluded legal notice for a sampling of 49 lots, located in Divisions 1, 8, 7, and 5, that have had no activity for more than 50 years. If these lots are declared abandoned, Fair View will be granted authority to sell the unused spaces (interment right) on the lots. The cemetery will, at no cost, provide a right of interment, similar to the abandoned lot, to the original lot owner if their abandoned lot has been sold and the family heir is in need of burial space.

The State Regulatory rules allow cemeteries to reclaim lots that have been declared abandoned. The process requires the cemetery to make every effort to contact the original owners of lots that have had no activity for over 50 years. If not able to contact the owner, the cemetery must advertise a legal notice for four consecutive weeks. If no response from the legal notice after 120 days, the lots may be declared abandoned. All legal notices were in "The Roanoke Times" in September, October and November.

After 130 years, why proceed to abandon lots now?

We found this recent incident interesting; a gentleman needed to make arrangements to inter his wife. He was certain there would be room on her family lot, and if not, then room on his family lot; both family lots are located in Fair View. He was disappointed to learn that both family lots were full, unless he had chosen cremation. Fair View



was able to offer an abandoned lot reasonably close to both family lots, which helped provide some comfort to him knowing she would be laid to rest with past family members close by.

How full or sold is Fair View Cemetery?

With Fair View being well over a century old, surprisingly, our land is less than half used. In looking to the future, that means there is capacity for five generations. Presently, more burials can be planned using less space with double depth burials and cremation options. Our overall objective is to implement a setting that will commemorate your loved ones for future generations to gather and remember. There are many full family lots in Fair View, but as we continue to identify abandoned lots, we may be able to offer spaces reasonably close to your family lot. If you are interested in learning more, please call (540) 344-4263 and speak with a family service counselor.

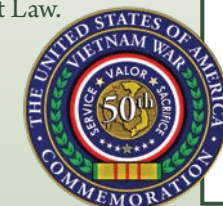


TROOP 352 HONORS VETERANS

On a brisk November morning this month, a group of Scouts gathered together to pay tribute and learn what it means to honor a veteran.

For several years now, Scouts from Troop 352, along with their leaders and volunteers, meet at Fair View Cemetery to pay tribute to our veterans. They began with a flag ceremony that included retiring an older flag and putting up a new one; then they proceeded to seek out the grave sites of veterans and place a fresh American flag at those graves to honor their memory and the sacrifice they made to our country.

Scouting touches our armed forces in many ways, including how we prepare our Scouts for life, instilling confidence, character, leadership skills, and the guiding principles behind the Scout Oath and Scout Law.



LET'S ALL BE MINDFUL OF
THOSE SERVING AT HOME
AND OVERSEAS. LET US ALSO
HONOR AND REMEMBER
THIS 50TH COMMEMORATION
OF OUR VIETNAM VETERANS.