

FAIR VIEWS

Dedicated to a Future as Proud as Our Past

2021

SEASONS CHANGE

Each moment of the year has its own beauty —Ralph Waldo Emerson



The scenic views at both Fair View and Cedar Lawn Cemeteries make for a serene, peaceful setting during any season. Whether it's sunrise services on Easter, honoring veterans on Memorial Day and Veterans Day at Fair View Cemetery, or a simple walk through these historic landmarks.

Fair View and Cedar Lawn are the final resting place to thousands of veterans; ten mayors; members of the Virginia State Legislature, United States Federal Judiciary, and United States Congress; and many notable families who built Roanoke. Fair View is a community treasure and a source of genealogical information for citizens of the area and beyond.



FAMILY



CEMETERIES BIND GENERATIONS

Family history can be found in many places, and one of those places is a cemetery – especially when there are generations in a family plot. It can be an emotional experience to stand in the place where an ancestor's remains have been laid to rest, and oftentimes this is a time when stories are remembered and passed on.

Recently we captured this photo of the Swann family, who had gathered to say good-bye to a loved one but instead of sadness, emotions were running high celebrating a life well lived and embracing the life of the living survivors. It was a positive reminder of how important it is to have a place to memorialize family members.

Being open for more than 135 years, Fair View Cemetery is a rich source of genealogical information for citizens connected to our area. If you have a question or curiosity, stop by our office and we are happy to see if we can help answer your genealogy questions.



**Thank You
To Our
Community of Heroes**

"On Behalf of Fair View Cemetery & Cedar Lawn Memorial Park"

Thank You, Scout Troop 253, for placing flags on our veterans' resting places.



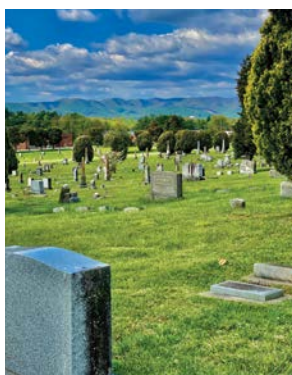
UPDATE YOUR EMAIL WITH US

As we prepare our annual newsletter, our goal is to continue to reduce our costs, by making an effort to be more environmentally friendly, and make the shift to emailing our newsletter. ***In order to do this, we need your help!***

HOW TO UPDATE YOUR EMAIL*:

- CALL: 540-344-4263
- EMAIL: sthompson@thefairviewgroup.org
- VISIT OUR WEBSITE: www.TheFairViewGroup.org
Complete the contact form on the home page of the website and add "digital newsletter" in the subject line.

**Please note: your email will not be shared. Even if you are certain we have your address, please send your current email and we will verify our records.*



WE ARE GRATEFUL TO OUR DONORS

As we write this newsletter, we can't help but reflect on the years and how your gifts are what continues to support the care of both properties so we can better serve you.

If you would like to give, donations to the Foundation may be made online through our website. If you would like to use a contribution envelope, please contact our office. The Foundation is also receiving stock contributions. Please let us know if we can answer any of your questions!

THANK YOU FOR YOUR SUPPORT.

OUR STAFF: *We couldn't do it without them!*

We couldn't do what we do without our AMAZING crew! Each person is key in maintaining our organization, and we appreciate their helpful, conscientious, and proactive attitudes! It is a pleasure to get to work with them every day!

OFFICE CREW

Sherry Thompson Customer Service Coordinator
Valerie Slater Administrative Assistant
Jonathan Shaffer Director of Family Services
Myrteen Heslep President

GROUNDS CREW

Brian LaTempa Supervisor
• Tim Claytor • Logan Woods
• Kenneth Myers • Phillip Myers

**WE
Appreciate
YOU!**

TIMELINE... A BRIEF SNAPSHOT OF HISTORIC

1890

1918

1952

1965

1983

• A group of community leaders establish Fair View Cemetery

• Code of Virginia requires cemeteries to fund Perpetual Care from sale of burial spaces

• Bruce Griggs, 90% owner of Fair View stock, donates his entire share to the Perpetual Care Fund
• Clarence Griggs is named President

• Griggs family concludes 75 years of service
• J. Russell Cronk named President after 20 years of service

• Fair View Cemetery Company expands to include Cedar Lawn Memorial Park (only 2.5 miles from Fair View Cemetery)

• After approval from SCC, the company converts to the Foundation, a Not-for-Profit Corporation (501(c)(3))

to a future
Our Last

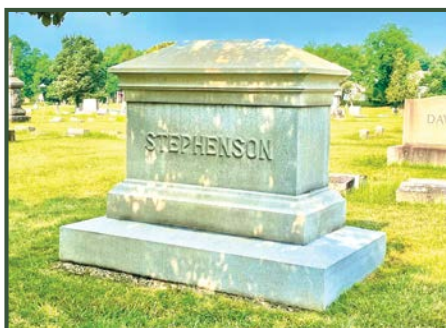


KEEPING UP THE GROUNDS CONTINUING TO BE GOOD STEWARDS

HEADSTONE CLEANING

Who is responsible for the grave marker?

When a burial plot is purchased, the buyer is paying for the space to lay a loved one to rest. Ultimately it is the family's responsibility to maintain their loved one's gravestone and arrange for necessary cleaning and repairs. Over time, lichen, moss, and mold can adhere to a stone marker.



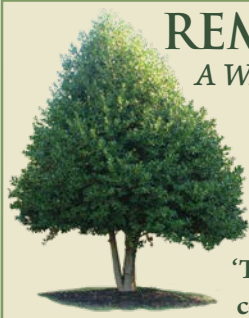
Basic property maintenance such as mowing grass and tree management has always been included in our cemeteries, but now we are offering an additional service to clean and brighten headstones. Pricing depends on the size and condition of the marker. Call Jonathan Shaffer, Director of Family Services, for more information.

REMEMBRANCE TREES

A WAY TO REMEMBER A LOVED ONE

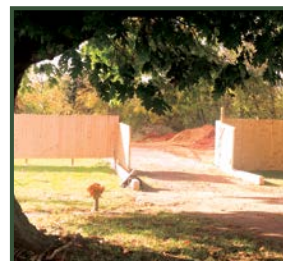
A remembrance tree can grow in your loved ones' honor and be present for decades and for centuries to come.

If you are interested in learning more, note 'Tree Donation' in your email and you will be contacted by our Director of Family Services



NEW FENCE COMPLETED

In last year's newsletter, we reported on an upcoming six-foot privacy fence project at Cedar Lawn. We are elated to report the fence has installed and we came in under budget! The new fence allows us to keep the much-needed grounds equipment out of sight so all you see are the beautiful mountains and scenery. Our incredible grounds crew took the project to completion, so we were able to save funding by not having to hire outside installers.



Breakdown of Cost:	
Estimated Fence:	\$5,480. ⁰⁰
Actual Fence:	\$3937. ⁰⁰
Total Savings:	\$1,543. ⁰⁰

WALL CLEANUP



In our continued pursuit of improving our environs, this past year our reliable grounds crew took on a project near the front gate at Fair View. In an area where our property connects to a neighboring dry cleaner, there had been years of overgrown vegetation, and overall it had become quite a shoddy-looking area. First, the ground below and along the wall needed to be cleared of weeds, shrubs, and old landscape fabric. Second, the wall was cleaned and painted. Third, our crew sprayed the ground for weeds and undergrowth before placing new fabric. Fourth, they covered over 200 feet length of stone.

Once again, another shout-out to our faithful grounds crew! They went to work cleaning out the growth, repainted the connecting wall and landscaped the area using 8 truckloads of stone, creating a cleaner, more inviting open area.

FAIR VIEW CEMETERY 1890–2021 MILESTONES

1986

from IRS
Company
Fair View
on-stock
charitable
1(c)(13)

- Dennis Cronk named President

1990

- Centennial Celebration and the campaign to generate donations for the maintenance and beautification continues today

2011

- Myrteen Heslep, Vice President, named President

2012

- Veterans Plaza is developed for veterans and their families at the entrance to Fair View Cemetery

2018

- The cremation cross in Cedar Lawn is developed to provide additional options for cremation memorials

2021

- Our plan is to continue to provide quality care and service to meet your needs



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

WWW.THEFAIRVIEWGROUP.ORG

HISTORIC FAIR VIEW CEMETERY

In 1876, the City Cemetery located at 501 Tazewell Avenue SE opened to serve the town of Big Lick and the City of Roanoke, VA. Not long after, the 3-acre cemetery was running out of space. That was when the location of Fair View Cemetery we know today, off Melrose Avenue, was established. Since 1890, this historic landmark is the resting place of many prominent business leaders who pioneered and built the Roanoke Valley.

Did You Know?

26,000 individuals are laid to rest—that includes:

- Thousands of veterans from the Spanish-American war to modern day
- 10 mayors of Big Lick and the City of Roanoke
- Members of the Virginia State Legislature
United States Federal Judiciary,
United States Congress
- Numerous individuals who died as a result
of the 1918 Flu Pandemic and COVID-19
- Over the past 130+ years, eight family cemeteries
were relocated to Fair View Cemetery to make way
for growth and expansion of the City of Roanoke



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*
Myrteen C. Heslep, *President & Treasurer*

William C. Stephenson, IV, *Director*
Charles Hunter, *Director*



WELCOME TO THE FAIR VIEW TEAM!

*The Fair View
family is growing!*

We are pleased to announce and welcome Jonathan Shaffer to the position of Director of Family Services.

If he looks familiar, it's because Jonathan has worked for Fair View in the past. Jonathan brings a wealth of funeral home and cemetery experience with him and has a strong background in pre-need burial arrangements.

He attended Virginia Commonwealth University and the Commonwealth Institute of Funeral Service.

We are delighted he has agreed to return!



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.

NOVEMBER 2020–OCTOBER 2021

CONTRIBUTOR:	IN HONOR / MEMORY OF:
Billy L. Altice.....	Annie & Effie Altice
Ms. Sharon M. Barnard	Thomas A. & Monica L. Barnard
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Faye Becker	Claude & Ruby Johnson & Rebecca Martin
Charlene I. Bond	Lloyd W. Bond, M.D.
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Nancy Caldwell.....	Evelyn W. Caldwell
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Martha D. Carper	Family
Kimberly Chesnut.....	The Charles E. Shipman Family
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Dennis R. Cronk.....	Russell & Hazel Cronk
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Rebecca Fariss.....	Michael Fariss
Roger & Elizabeth Ferguson	L.R. "Shotgun", Thelma, Donald, & Penny Ferguson
Roger Fore – Sandra Fore	Edward – Jean Divers
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Velma Kelley	Sheldon W. Kelley
Alene Dawn Lawman	George & Jean Fraser
Durwood Layne	Fred Russell Layne & Dollie L. Layne
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John B. Mitchell.....	Mitchell's
Kathy Morgan & Daughters Stacey & Lisa	Mike Morgan
Connie Mullins.....	Cedar Lawn Memorial Park
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John Woodson.....	George L. Woodson
Frederick Wright.....	Frederick Lewis Wright, Sr.
Barbara Zimmerman	The Smallwood Family
Anonymous	



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