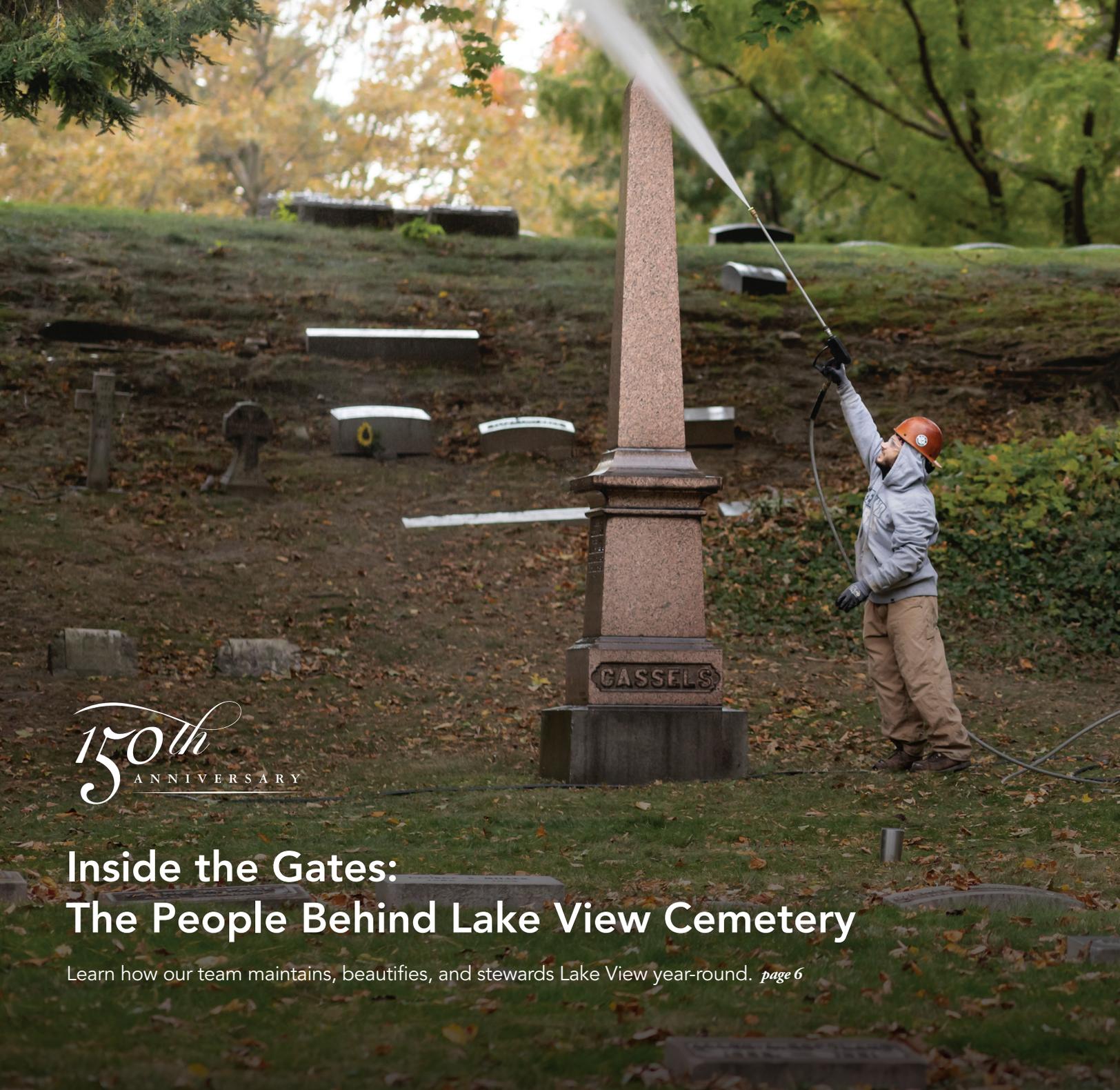




LAKE VIEW  
CEMETERY *Foundation*

*Legacies*

SPRING 2020 • VOL 45 *No. 1*



*150th*  
ANNIVERSARY

## Inside the Gates: The People Behind Lake View Cemetery

Learn how our team maintains, beautifies, and stewards Lake View year-round. *page 6*

# Of the People, For the People

As we enter the second year of our sesquicentennial, we commemorate the people who have invested and continue to invest time, treasure, and talent in our bold future. These are the unsung champions of Lake View Cemetery, often working vigorously behind the scenes with a profound impact; trustees, staff, volunteers, visitors, friends and donors. Quite simply, we couldn't uphold this magnificent place without the people who steward and care for Lake View every day.

As Lake View has evolved over the last 150 years, our guiding principles were thoughtfully created to guide our work. Each member of our team works daily to ensure these principles are reflected in the experience of our bereaved families and visitors:

- First and foremost, we believe in openness, honesty and integrity
- We believe in a diverse multi-cultural heritage and inclusive place for all walks of life
- Managing our resources effectively includes time, talent, and treasure.
- We are a safe environment for all life forms
- Staying relevant in a changing social, economic, political, and cultural environment.

In this issue, you will see a glimpse into how we stay true to our guiding principles and some of the behind-the-scenes work that keeps Lake View the magnificent place that it is. Over our 150 year history, people have enjoyed strolling, jogging, dog walking through Lake View in a safe and beautiful environment.

We encourage you to get to know the many faces of Lake View, and consider becoming one yourself-as a volunteer, docent, or supporter. There are opportunities for everyone, from all walks of life, to be a part of Lake View.



Katharine Goss, President & CEO  
Lake View Cemetery Association



Leah Whidden, Executive Director  
Lake View Cemetery Foundation



L A K E V I E W  
CEMETERY *Foundation*

*Legacies* • Volume 45, Issue 1

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FORM

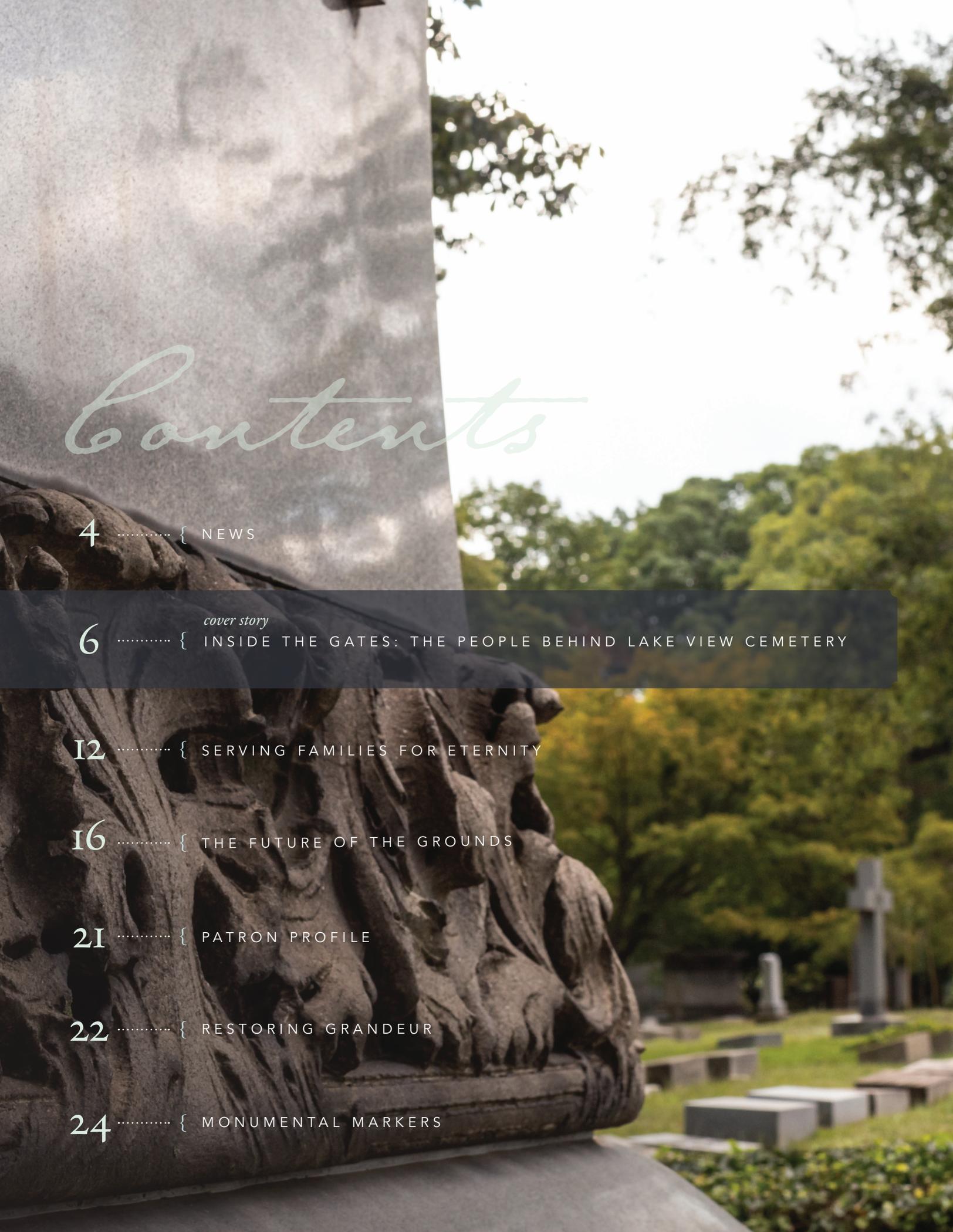
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LakeViewCemetery.com

Help ensure the future of Lake View Cemetery. Please consider donating with the enclosed envelope or give online at [LakeViewCemetery.com](http://LakeViewCemetery.com).



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## The Wade Chapel: A Story of Art, Spirit, and Family

Pass through the stately double gates, and you will see that Lake View Cemetery is an extraordinary place.

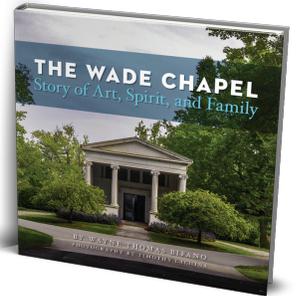
Inviting paths wind over gently rolling hills, leading past numerous varieties of specimen trees, shrubs and flowers. In spring this lovely tended parkland blossoms into a pastel-colored wonderland while in the colder months, Lake View becomes a glistening winter wonderland, dotted with priceless art and timeless architecture like Wade Chapel.

Jeptha Homer Wade, along with a few other notables, began establishing an overall beautification of Cleveland including the purchase of land to be Lake View Cemetery. Now, it's our responsibility to continue their work and safeguard their legacy. We must protect what we have been given so that this unique and treasured place endures, flourishes, and serves the generations that follow us.

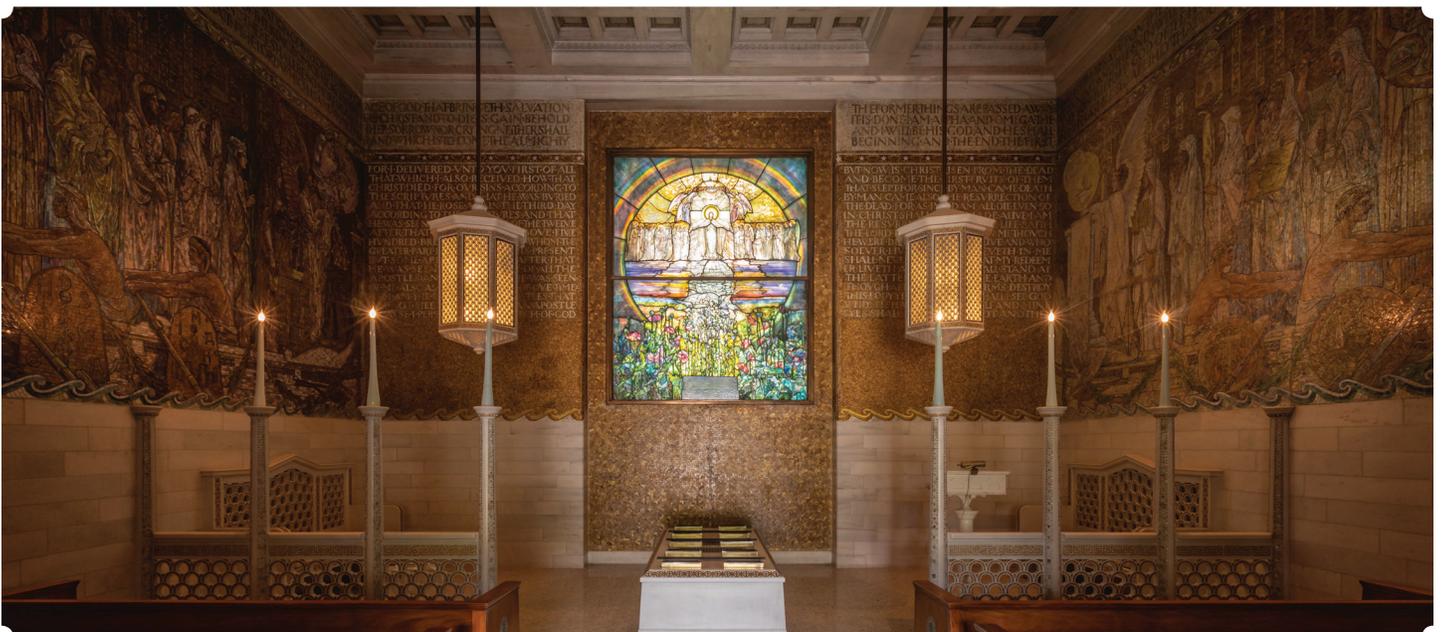
The Wade family made the Wade Chapel story available through the eyes of one guide, Wayne Bifano. Amazingly, at the 118-year mark since the Chapel's dedication, this story has never before been compiled

in a book. Wayne is a dedicated steward of the Wade Chapel and of Lake View Cemetery and we give Wayne and the Wade family thanks for the endless hours being an ambassador of the Wade Chapel story.

At our sesquicentennial mile marker, the leadership of Lake View Cemetery gives thanks to all those who worked on *The Wade Chapel: A Story of Art, Spirit, and Family*. Wayne Bifano, Tim Lachina, Holly Whitchee and members of the Wade family produced an anniversary present that will remain as timeless at the cemetery and the vision of Jeptha Homer Wade.



Contact Leah Whidden [lwhidden@lakeviewcemetery.com](mailto:lwhidden@lakeviewcemetery.com) if you are interested in learning more.





*In case you missed it*

## Every Kid Outdoors

In 2018, the James A. Garfield National Historic Site (Lawnfield) approached Lake View Cemetery with an invitation to partner with them in building a program connected with Every Kid Outdoors, an initiative of the



National Park Foundation. Each year all 4th graders can obtain their own Every Kid Outdoors pass that provides free access to national parks.

Local Park Ranger Allison Powell and Lake View Cemetery's Director of Community Outreach, Mary Krohmer, worked together to develop an interactive curriculum related to James A. Garfield's life, Lawnfield, and the Garfield Monument and Memorial. During the months of January-May 2019, nearly 1,000 students participated, and not only gained knowledge of Ohio and American history, they learned that cemeteries are not a stagnant place but rather an opportunity to celebrate people's lives.

## Eternal Friends of Lake View Cemetery

Eternal means perpetual, enduring, and everlasting. Such is our relationship with friends and family who have thoughtfully chosen to remember Lake View Cemetery in their estate planning. When you become a member of the Eternal Friends of Lake View Cemetery, your gifts will help to ensure that our historic garden cemetery is preserved and protected... for eternity.

For more information, please contact Leah Whidden at 216.453.0958 or [lwhidden@lakeviewcemetery.com](mailto:lwhidden@lakeviewcemetery.com).

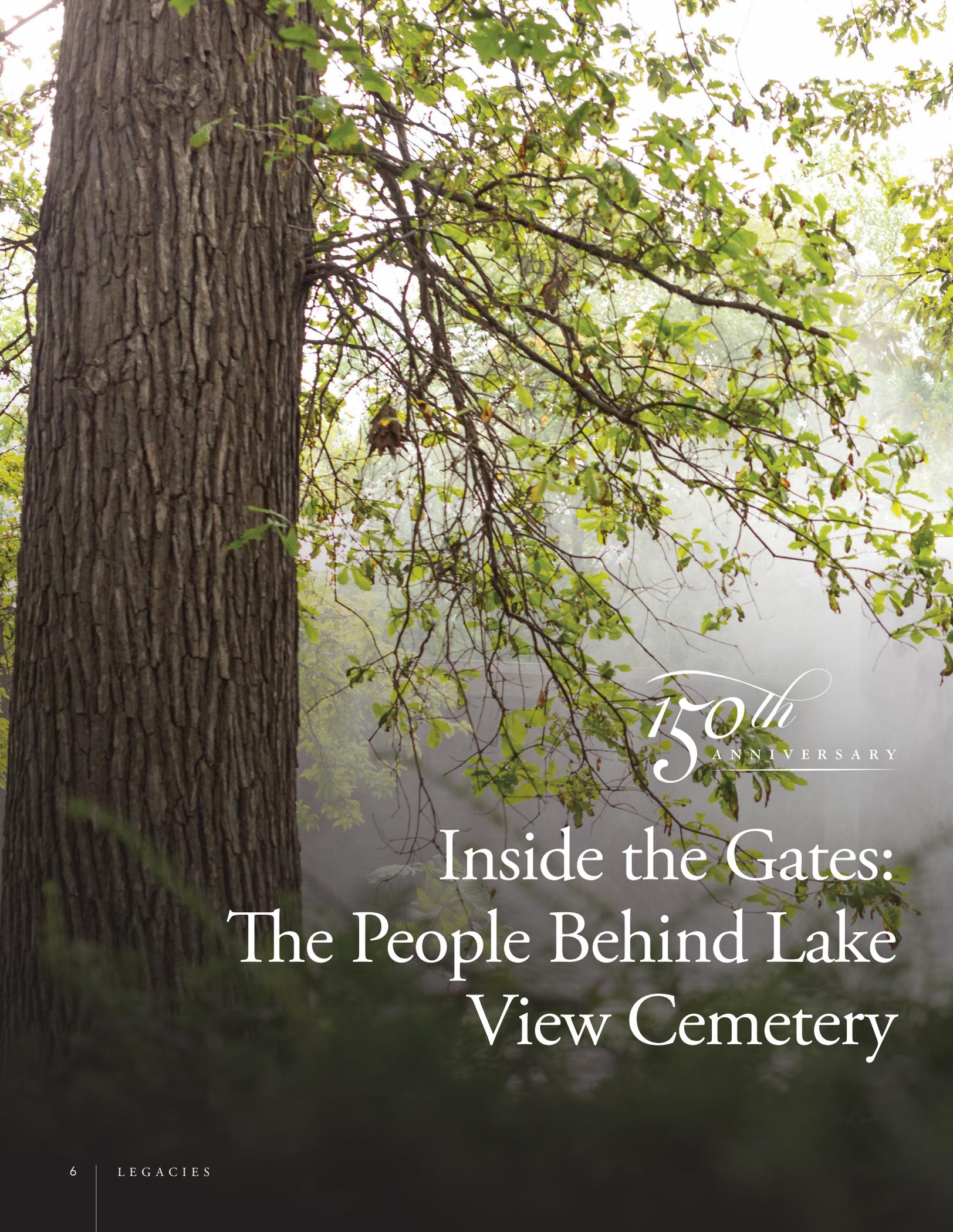


### David K. Ford: Chairman of the Lake View Cemetery Association Board

David K. Ford's family roots at Lake View go back over 150 years. "I look at Lake View as one of the premier institutions in University Circle, and it wasn't always recognized as that," David reflects. "People such as Alex Taylor, Bill Osborne, Dave Fulton, and others brought their family

commitments to Lake View, and we were able to start on projects (such as the Garfield Memorial) that will prepare us for the next 100 years. We have a great management team committed to the long-term preservation of one of the great institutions in Cleveland."

After serving nearly 20 years on the board, David is proud of the work that has been done. "The opportunity to continue my longtime family involvement to help create a better business model has been really satisfying to be a part of."



*150<sup>th</sup>*  
ANNIVERSARY

Inside the Gates:  
The People Behind Lake  
View Cemetery



It is a chilly spring morning in early April. A light fog is beginning to lift leaving behind sparkling dew on the grass and monuments twinkle in the early morning light.

A jogger pads down a winding path passing grounds workers erecting a tent for a graveside funeral service. A four-legged friend gingerly walks their human stopping to sniff and be petted by workers trimming trees. On the other side of the grounds, staff are busily preparing for the day: scheduling meetings with families, planning events and programs, preparing to welcome school children through the gates, and coordinating with contractors and vendors to ensure the grounds

are safe and clean. How does a cemetery the size of Lake View make it look so easy?

### **The Team Behind Lake View**

Over 150 years ago, in its first years, Lake View operated out of a tiny office on the grounds. A small group of employees managed the burials and grounds, acting more in a “order taking” capacity than providing comprehensive services to families. This model began to

change as internments increased and the popularity of Lake View as a destination swelled. Today, a team of 50 staff as well as outside contractors plan for, maintain, beautify, and steward Lake View 365 days a year.

The Lake View Cemetery Association, led by President & CEO Katharine (Kathy) Goss, is the provider of interment services at the Cemetery, as well as preserving and maintaining the grounds to ensure a welcoming environment for bereaved families.

The Association includes a strong finance staff, Memorial Advisors, grounds staff, and general operations. "Each department at Lake View works in close partnership one another, and each understands how their role is essential to the mission of the 150 year old cemetery," says Kathy.

"Lake View has evolved in ways that the founders may have not predicted," shares Kathy Goss. "We have always been open to all walks of life, but a great deal of effort has been made by our team to position Lake View to be top of mind for people when considering their burial planning, as well as a destination for our community."

### Maintaining the Grounds

Since Lake View was founded in the spirit of the rural garden cemetery, it has unique needs. There are hundreds of species of trees, plants, flowers, and shrubs. There are intricate water systems throughout the grounds. There are 66 sections that need to be tended on a daily basis. Specific focused maintenance is essential to keeping the Cemetery in top-notch shape.

Under the direction of Chief Operating Officer Marilyn Brandt, the day-to-day operations of the Cemetery run smoothly. What does that look like? Everything that goes into making sure that Lake View is safe, clean, and ready for families and visitors. There is a team of grounds workers that cares for graves and headstones, plowing, contractors that handle lawn maintenance, and care and upkeep of the incredible amount of horticulture that adorn the grounds. "Together with other members of the grounds team, we



will assess the needs on the grounds and either handle it internally, or call in an expert contractor depending on the need," shares Marilyn. An example of this is the special care needed for the famous Moses Cleaveland trees that call Lake View home. These trees are at least 200 years old and need special expertise, so several outside companies handle the care of the trees.

"Our priority is always burials and serving our families," Marilyn says. "If something happens in the cemetery, like storm damage, we need to make sure that trees, roads and waterlines are taken care of and the area is safe for a burial service or family visitation. Budget, safety, and timeliness helps us decide how we are going to handle the maintenance issues." Providing bereaved families what they need and when they need it is always at the core of the work.

CONTINUED ON PAGE 11



# Planting

*Lake View Cemetery workers  
plant hundreds of daffodils  
on Daffodil Hill.*



INSIDE THE GATES: THE PEOPLE BEHIND LAKE VIEW CEMETERY



## Supporting Families

Whether a family is planning for the future, or has an immediate need, they can trust the support, guidance, and care of the Memorial Advisors. Led by Director of Family Services Andrew Bales, this team supports individuals and families through the planning process. The Family Service team was not always something that existed at Lake View, or many cemeteries. "Our team works tirelessly to advise individuals and families in the best way within their budget to memorialize their loved one," says Kathy Goss. "We do our best to meet the family where they are and help

them meet their needs, whatever they are." The Family Service team, with seven advisors and growing, manages about \$6M in revenue annually. A percentage of that revenue goes into a trust to ensure that all of the spaces are taken care of into perpetuity.

## A Legacy for the Future

The Lake View Cemetery Foundation was founded in 1984 to raise the funds necessary to maintain, preserve, and enhance the historical, architectural and horticultural aspects of the Cemetery and provide educational and cultural outreach programs to the general public. Under

the helm of Foundation Executive Director Leah Whidden, this small but mighty team works all year to support the mission of the Cemetery, effectively bringing in support, visitors, and providing educational experiences for all ages.

It was a small group of visionary leaders that founded Lake View Cemetery to be a peaceful respite for the bereaved; a sanctuary in the city for the community to enjoy, and a final resting place for Clevelanders. Behind the gates of Lake View today, you will find a team of people committed to keeping that vision alive and well, now and into the future. ♦



# serenizing

*Andrew's favorite locations in the cemetery are sections 64 and 65. "Some well-known people are buried there, but I really like it because it is very quiet and pretty. If I take a family on a tour, that is my favorite part of the cemetery."*

*Find the gardening girl in section 65.*



# Serving Families for Eternity

When Director of Family Services Andrew Bales was in college, he spent his summers working on the grounds at Lake View: string trimming, leveling head stones, painting, and any other tasks that were assigned.

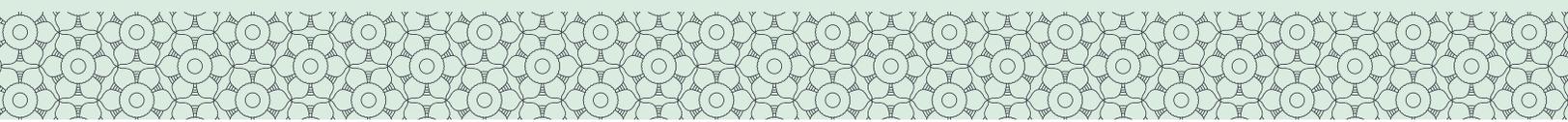
"Working here in the summers and seeing what it takes to keep our grounds beautiful stayed with me."

During the school year, Andrew was studying business and entrepreneurship at Washington & Jefferson College. "I graduated in 2010 and worked for a direct sales company, learning a lot about a sales process," Andrew recalls. Not long after graduation, Andrew received a call from the president of Lake View asking him if he would be interested in joining the sales team. Andrew began as a Memorial Advisor at Lake View in January 2011.

After nearly seven years of learning and growing in his role, Andrew had the opportunity to move into the Director of Family Services position. Andrew now manages the staff of Memorial Advisors as well as the reception staff, ensuring that each person or family is

receiving a warm and welcoming experience. "One of Andrew's strengths is his ability to stay level-headed with many balls in the air," says Kathy Goss, President and CEO. "He has a real skill of juggling logistics of many things and makes it look easy."

Being in his position at the age of 32, Andrew often gets asked about how he got into this field. "People go to school to become a funeral director. You don't go to school to do what I am doing," Andrew says. "But when I was in college, I knew I was interested in sales and I also wanted to serve our community in some way. This field allows me to do just that. Our job is to navigate the difficult conversations, figure out what you need, all within budget and timeline. We are helping people at an emotional time in their lives. We are often a support system for families that trust us with their loved ones for eternity." ♦



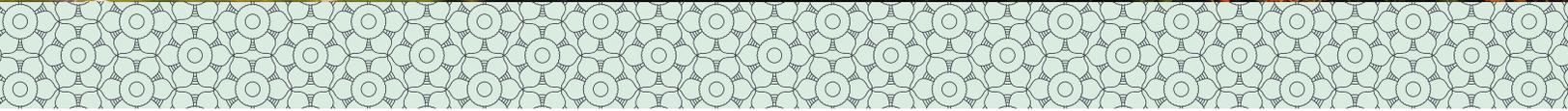
stant



Andrew Bales and his team can give you a tour of Lake View to discuss what products and services may be right for you. With beautiful sites of all shapes and sizes suitable for casket or cremation, start planning now.

Call 216-421-2665 and ask to speak with a Memorial Advisor or email [info@lakeviewcemetery.com](mailto:info@lakeviewcemetery.com).

# Planning





ROOF



*Enjoy this view from the front of Wade Chapel in section 1.*





# The Future of the Grounds

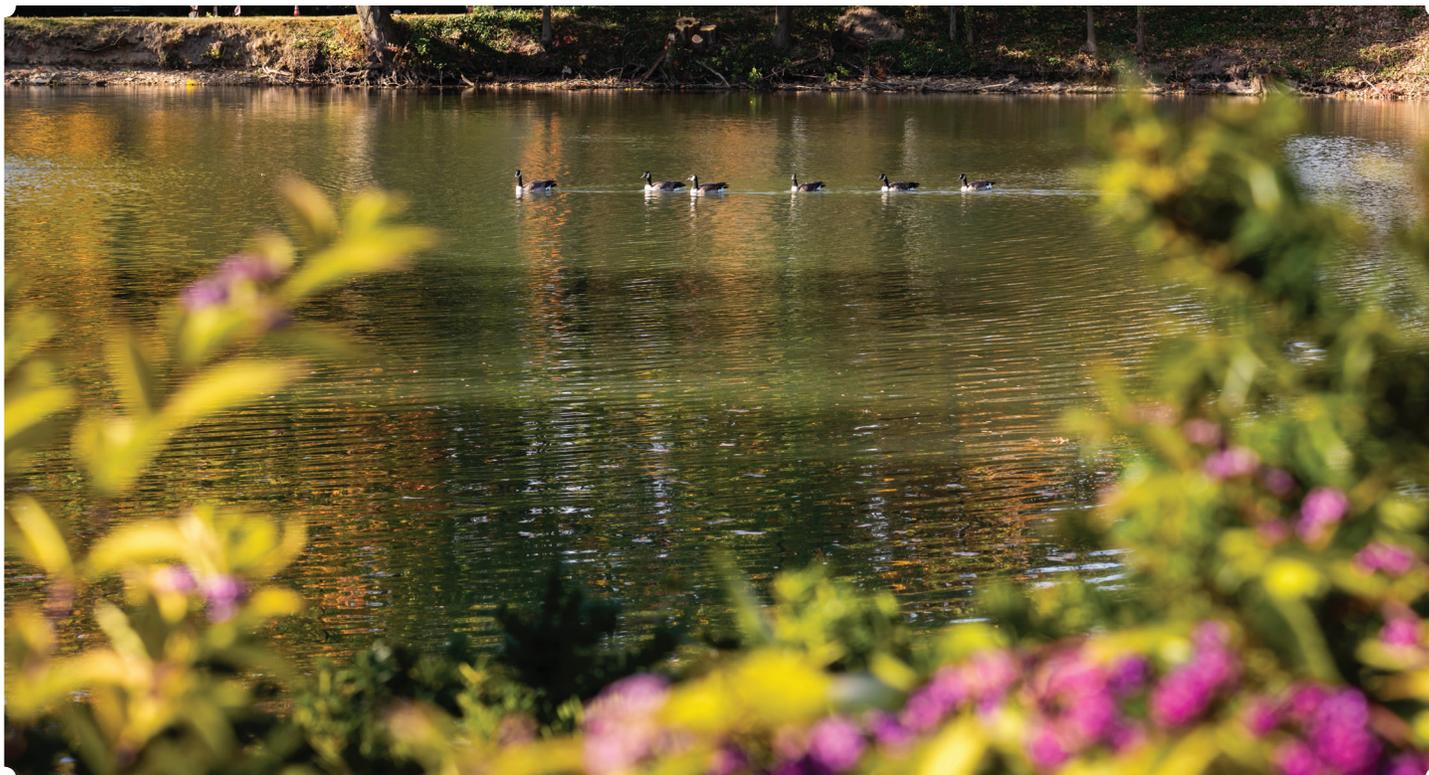
As Lake View has evolved over its 150 year history, its needs have changed as well.

When Kathy Goss was appointed President and CEO in 2013, her marching orders were to implement a strategic plan that had been completed many years before. There were five goals; to enhance the Cemetery's image and visibility, strengthen the composition and structure of the organization's boards, build out fundraising efforts, explore revenue

enhancing possibilities to provide a sustainable business, and strengthen the maintenance and development of the cemetery grounds. "The challenge is to make the most of the resources we are entrusted with for the benefit of future generations," Kathy says. "I know of no other business where you have to warranty your product in

perpetuity. Lake View's greatest assets are also what requires the most capital. A master plan to meet maintenance and expansion requirements for the next ten years has been our highest importance".

Managing operations at Lake View is a delicate balance of preserving the historic significance of the place while ensuring that systems



and infrastructure are modernized and prepared for the future. Chief Operating Officer Marilyn Brandt oversees the day-to-day operations that includes burials, security, headstones, horticulture, coordinating with contractors and

new trends in cremations and casket interments is all about how we can help the community we serve.”

With burial space for another 100 years, Kathy and Marilyn lead their team with a focus on planning

“People are moving toward more environmentally focused burials, so that is a consideration as we plan for the future”, Marilyn states. “What can we do differently than what was done 150 years and how can we create systems that are sustainable?”

*“It is a retreat. It’s an oasis in the middle of an urban renaissance. Experiencing the wildlife, history, horticulture and community all at once, there is nothing quite like it.”*

— MARILYN BRANDT, COO, LAKE VIEW CEMETERY

partners, and anything related to the buildings on the grounds. Marilyn shares: “There are a lot of issues to manage across our 285 acres. I love all aspects of my work at Lake View—which could be coming up with a solution for an existing problem or creating new spaces for burials. Using

for future development including tree care, burial space, and ensuring that the infrastructure can accommodate future development. This includes examining how to sustainably develop new space that are in alignment with the historic architecture of the cemetery.

Two areas of priority include preserving Lake View’s magnificent tree canopy which includes more than 10,000 trees, many of which are more than 100 years old. In addition, improving the water systems that stabilize the pond behind Wade Chapel and making necessary changes to the drainage system are both of the utmost importance to the future of Lake View and this team is committed to that vision. “The history and design of Lake View makes it one of a kind,” says Marilyn with a smile. “It is a retreat. It’s an oasis in the middle of an urban renaissance. Experiencing the wildlife, history, horticulture and community all at once, there is nothing quite like it.” ♦

## A Few of Marilyn's Favorite Things at Lake View

### FAVORITE LOCATION

"Section 2. It is a big, wide open section. You can walk in the middle of the section and not notice the roads around you. There are large, majestic trees, and it feels like you are walking all by yourself in nature."

### HIDDEN TREASURE

"There is a Sycamore Tree in Section 25 that is really special. It has a big gnarly trunk and the tree feels like an old soul."

### MOST UNIQUE TREE

"There are a few. We have a Weeping Hemlock, one of the largest in the country."

## Kathy's Bottom Line

*"Because Lake View cemetery was created to be a place for the living, the beauty of the grounds must be unparalleled. We can't be a garden cemetery without water and glorious horticulture."*

— KATHY GOSS, CEO  
LAKE VIEW CEMETERY



## Historic Hire

"It is Resolved that O.D. Ford be appointed to act in the capacity of superintendent for which services he will receive a salary at the rate of \$1,000 per year."

*- on hiring the first employee of Lake View Cemetery,  
November 10, 1869*

LAKE VIEW  
CEMETERY  
ASSOCIATION

ORGANIZED  
1869



## A Calling Written in Stone

If Wade Memorial Chapel is considered a staple in Lake View Cemetery, Wayne and Martha Bifano would not be far behind. Longtime Lake View Cemetery docents, the Bifanos share their extensive knowledge, storytelling, and love of Wade Chapel and Lake View with visitors, educating thousands of people a year.

The Bifanos' passion for Lake View is steeped in Wayne's family history going all the way back to 1902 when Wayne's grandfather immigrated from Italy to be a stonemason at Lake View. "Growing up, Lake View was never a sad



*Martha and Wayne Bifano*

place," Wayne shares. "My father called it his earthly paradise."

Wayne spent his vocation as a Latin teacher, and when he retired from his career in education, he and Martha knew they wanted to do something new. In retirement, Wayne and Martha found their new calling. It was the perfect opportunity combine their love of Lake View Cemetery, history, and education.

In their 16 years at Lake View, Wayne started to do substantial research on Louis Tiffany and glass mosaics. His research turned into a recently published book *The Wade Chapel: A Story of Art, Spirit and Family*. "Martha and I have been partners on many levels in 52 years of

marriage," Wayne fondly shares. "Everything in the book passed through Martha's eyes."

Wayne and Martha have also passed down their love of Lake View to their children, and visit Lake View when they come to Cleveland. The visit usually includes "a hunk of pizza or cannoli from Little Italy" and a walk up the hill to visit their grandparents who are buried on the side of a hill overlooking Little Italy. Wayne and Martha, too, plan to be interred in the community mausoleum. "I used to laugh at my dad when he would tell me he would be buried right near President Garfield, and he was right!" Wayne shares with a laugh. "This place is a part of our family, our history, our lives," Wayne and Martha share. "And we are honored to share it with others." ♦



*restoring*  
GRANDEUR



As part of our 150th anniversary, Cleveland Building Restoration and Bricklayers Local 5 worked together to restore some of the stone mausoleums to their original grandeur.



## Monumental Markers

SECTION  
32

*Find this fiery bronze  
beauty in section 32.*