



PRESS RELEASE

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FOR IMMEDIATE RELEASE

CASSADAY-TURKLE-CHRISTIAN TO RECEIVE ITS EIGHTH NATIONAL FUNERAL DIRECTORS ASSOCIATION PURSUIT OF EXCELLENCE AWARD IN OCTOBER

(Alliance, OH – September 23, 2008) For eight years in a row, Cassaday-Turkle-Christian Funeral and Cremation Service has been named a recipient of the National Funeral Directors Association (NFDA) Pursuit of Excellence Award. This year's award presentation will be made October 14 at NFDA Convention in Orlando.

“We're proud of this accomplishment,” says John Christian, owner and funeral director of Cassaday-Turkle-Christian Funeral and Cremation Service. “It could not have been possible without the positive response of the families we serve.”

The funeral home was one of 171 to receive the award out of an Association membership of 10,000 in the United States and other countries. “My staff deserves recognition for their contributions which make this award possible. Each and every employee is a contributor in various ways,” he says. “I always encourage them to let people know that they are of our utmost concern. Each one of them can and does make a difference. Genuinely showing a person that he or she matters is what is important.”

Cassaday-Turkle-Christian's staff includes: Deborah Baith, office manager; Pam Bandy, administrative assistant-insurance; Larry Lamont (Monte) Beck, funeral director and embalmer; Christine Brown, administrative assistant; Rodney Brown, support staff; Nancy Castellucci, funeral director; Mary Davis, apprentice funeral director and embalmer; Chuck Gross, support staff, and Barbara Memmer, family service professional specializing in prearrangements, who is also responsible for family service follow-up.

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The categories the funeral home is judged on for the Pursuit of Excellence Award cover a broad spectrum of topics: education, compassionate service, technical skills, community and professional service, library or media resources, professional development, in-house staff training and public and community relations.

“I think one of the reasons we have received this award over the years is our willingness to innovate and try new ideas,” Christian says. Past facility innovations include a new hospitality room and the addition of the portico. The funeral home also recently renovated its original more traditional wing, making the rooms more light and airy.

“By making these improvements we hope to demonstrate to the public that we care about them and respond to their concerns,” says Christian.

Twice yearly, Cassaday-Turkle-Christian runs a GriefShare Seminar and Support Group, led by Dennie Kohler, retired licensed professional counselor. This fall, these 12 self-contained sessions began Tuesday, September 2 at 6:45 p.m. and will run through Tuesday, November 18. The fee for each participant’s materials is \$12.

“Whatever we do it’s with the community in mind,” says Christian.

Cassaday-Turkle-Christian is the recipient of the 2008 Alliance Area Chamber Small Business of the Year Award. Also in May 2007, the funeral home received the International Order of the Golden Rule 2006 Exemplary Service Award. This award is determined by comments submitted by families that had used the firm's services during the previous year.

For more information about the GriefShare Seminar and Support program, call Cassaday-Turkle-Christian at 330 823-1050 or email them at ctcfuneral@sbcglobal.net.

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