Since 2010, Cason Monk-Metcalf Funeral Directors in Nacogdoches, Texas, has been hosting “Spirit of ’45 Day” events. Some of the events have featured displays of military vehicles and equipment.

In 2010, Congress created “Spirit of ’45 Day,” a celebration to honor the men and women of the World War II generation. This year, the fourth annual “Spirit of ’45 Day” is Sunday, Aug. 10.

Has your location planned anything special? Don’t worry. You still have time.

Murphy Funeral Homes and Arlington Funeral Home in northern Virginia participate in “Spirit of ’45 Day” by laying wreaths at the Air Force, Navy, Iwo Jima and National WWII monuments in Washington, D.C. General Manager Bryan Allison, a 12-year Army veteran, recently accepted the 2013 Community Spirit of ’45 Award on behalf of the Company for his and other associates’ involvement in these solemn events.

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"We are proud to serve our community and privileged to lay wreaths in honor of our WWII veterans," Bryan says.
Cason Monk-Metcalf Funeral Directors in Nacogdoches, Texas, has been hosting “Spirit of ’45 Day” events since 2010. According to Funeral Director and Embalmer Constance Engelking, the events have included proclamations from the mayor, rousing speeches honoring veterans, USO shows, military equipment displays and exhibits of 1940s and 50s memorabilia.

“The best part,” Constance admits, “is listening to the veterans’ stories. When these men and women reconnect after so many years, great stories are told.”

Constance offers the following tips for hosting successful “Spirit of ’45 Day” events:

- Get as many people to participate as possible. For example, invite attendees and staff to dress in 1940s military uniforms or costumes and involve the local Boy Scouts and Girl Scouts, whose parents always attend.
- Make attendees feel special. “We personally call our veterans and invite them to our event. If anyone needs a ride, we pick them up in our limos.”
- Team up with local businesses and organizations. Constance invites a local theater to provide popcorn and serve it while local entertainers perform.
- Serve refreshments. Root beer floats are a big hit. “I have not met a vet who doesn’t like ice cream.”

An incredibly valuable tool that Bryan and Constance strongly recommend is the Event Planning Toolkit posted on Spirit of ’45’s website. “This step-by-step guide has everything you need,” Constance says.

NOTE:
Next year’s “Spirit of ’45 Day” will be the 70th anniversary of the end of WWII. Start planning your event NOW!
“There's no better time to do it than now!” - Bryan Allison, Murphy & Arlington Funeral Homes General Manager

Look Who's Living the Brand
Houston Associates Get Pumped-Up for Tour de Cure

The Tour de Cure Corporate Committee, comprising several home office associates, gets its colleagues pumped-up for the annual ADA campaign during a kick-off breakfast in the home office lobby. Pictured, left to right, are:

Front Row: Recruiting Administrative Assistant Ashley Jauhar, ADA Associate Director Leslie Mantaring Robinett, ADA Event Manager Liz Sian and Business Development Analyst Trey Bhutta.

Second row: Intern Shaun Smith, Supply Chain Management Managing Director Rone Luczynski, Fleet Analyst Angela Jefferson, Community Relations Coordinator Margaret Adams, Communications Specialist Kim Tarleton, Accounting Administrative Assistant Amy Currier and Accounting Administrative Assistant Gloria Le.

Back row: Procurement Manager Jim Simpson, Financial Planning & Analysis Administrative Assistant Jennifer Hahn, Corporate Communications Manager Jessica McDunn, Mergers and Acquisitions Director Michael Smith and Corporate Accountant Charles Cole.