

TRANSITIONS

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to autumn!



Though winter wafts around the bend as the last signs of the living landscape wither away, don't let the fall season get away without appreciating all it has to offer! There is so much more to autumn than decay! English poet, John Keats captures the true joy of the season in his poem *To Autumn*. It is an enlightened perspective on the season that often is correlated to death and dying.

As Keats elegantly points out in his poem, autumn is also a time of overflowing abundance. Fruit is ripening on branches,

the bounty of the honey bee is abounding, farmers are reaching their time of harvest. And let's not forget the colorful beauty of the season, the reds, oranges, yellows and greens gather harmoniously as on an artist's canvas. Nature gets better with each new view. Imagine a life without breathing in the crisp fall air and the aroma of raked leaves, ripe apples, campfires and pumpkin lattes! Oh what a letdown that would be!

Our time on this earth should be looked at similarly. In the autumn of life the beauty in this time should not be overlooked as it transitions to its spiritual beginning. We may long for the Spring or Summer of life; it is a time viewed with birth and growth, but don't lose sight... we grow until the end. In the seasons of our life, to only focus on our longings of lighter times of past, we fail to embrace today and all it has to offer. Take note of the joys at each stage of your life and find something everyday to be grateful for.

I was once told by a hospice volunteer that witnessing a loved one at their moment of death is as relevant as the witness of their birth. Both moments carry a volume of importance. As we gather for the joy of a birth with hope for this new life, keep in mind the end of life looks back on that life in appreciation. It is an intimate time to gather, to remember, celebrate a life... because it happened.

So try not to be hostile toward fall as it equips itself for winter, as it bestows many gifts as well. Go jump into that pile of leaves, take a deep inhale and open your eyes to the glory of autumn!



Bartolomeo & Perotto
FUNERAL HOME, INC.

A Life Remembered, Lives On.

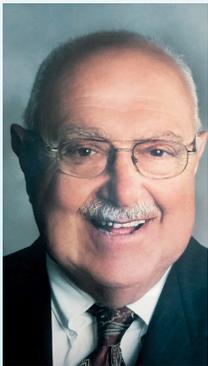
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FRANCES
 BARTOLOMEO



GEORGE
 BARTOLOMEO



PETER
 GIULLARI



PHILIP
 PEROTTO



DAVID
 PEROTTO



MICHAEL
 PEROTTO

leaders paving the way

*Bartolomeo & Perotto Funeral Home is proud to say that they have been helping families with funeral care and planning for a **100 years!***

Thanks to driven leadership, creative vision and community support, it's mission continues. Current ownership represents the Perotto subsidiary of the business name, but have you ever wondered where the name Bartolomeo came from?

In **1922** George and Frances Bartolomeo (beloved and esteemed uncle & aunt of the Perotto family) began in the funeral care business. The criteria has changed since the early days when only a case of embalming fluid and the drive to provide funeral care was needed to be a funeral director in New York State. There also was no need for funeral facilities at the time, as calling hours were held in private homes. Most had no telephones, so the announcement of a family death got around primarily by word-of-mouth and it was common practice to hang wreaths on the front door of homes to signify that someone had passed and calling hours were taking place.

In **1926** the need for a building to enhance visitations and unburden families became apparent. The couple moved forward and purchased property on Jay Street in Rochester where they held their first on-site services

In **1955** nephew, Peter Giullari is added as a funeral director. Nephew, Phil Perotto joins the business as a funeral director in **1966**.

A hot ashtray was accidentally thrown into the trashcan after a service in **1965** and fire took over the Jay Street funeral home. Within 5 months, the funeral home was rebuilt and reopened.

George and Frances never had time to have a family of their own, but were fortunate to pass on their knowledge in funeral planning and running the funeral home to their nephews, Phil Perotto and Peter Giullari, who eventually took over the business in **1969**.

The decision was made to move the business to a new location on Lexington Avenue near the Maplewood historic district in **1974** where they stayed for nearly 24 years.

In **1997**, plans moved forward to build a larger, more modern facility at 1411 Vintage Lane in Greece next to peaceful Round Pond Creek. It brought more parking and the open foyer, wide hallways and large visitation rooms allowed for larger groups of people to comfortably visit. The current Greece location officially opened in **1998**. At this time Phil's sons, David & Michael Perotto begin taking leadership in the business.

In **1998** Bartolomeo & Perotto Funeral Home hold their first Memorial Butterfly Release.

In **2015** Certified Therapy Dog, Rocky was introduced; trained to help with grieving.

In **2017** NYS allows regulated food service in funeral homes. General coffee service and Family Dinners for groups of 40 in the mezzanine area commence.

a rich history of caring for the community

1922

George & Frances Bartolomeo establish Bartolomeo Funeral Home
and operate their business from their home. Funeral services are held in family homes.



1926

Jay Street

First brick and mortar building is built to host funeral services to accommodate families.

1965

Fire Takes Jay Street Building

Fire takes down funeral home in 1965 and is re-built.



1974

Lexington Avenue

Business moves to new location.



1998

Vintage Lane

Brand new, larger building, more accommodations.

The Perotto name becomes a part of the company name.

First Memorial Butterfly Release .

2015

Grief Therapy Dog, Rocky is Introduced

The Perottos are intrigued to hear of a therapy dog at a Midwest funeral home and feel it would be a good fit for our families here in Rochester.

2022

2017

Dining Services

NYS approves regulated food service at funeral homes. Beverage service begins and the mezzanine now becomes venue for on-site family dinners.

100 Years Serving Our Community

Still today, Bartolomeo & Perotto Funeral Home takes pride in doing everything they can to make one of life's hardest events easier.



dodging rain clouds



After 2 years of roadblocks and anticipation, Bartolomeo & Perotto Funeral Home was thrilled to finally host a memorial butterfly event again! This summer on August 21, the tradition was revived!

Mother Nature kept us on edge with threats of clouds and rain drops. The Doppler radar didn't look promising, but with optimism we moved forward in hopes that our butterfly prayers would not be doused. Two breathtaking releases, and two wonderful groups of families and friends sat down together to share a meal after. And... the raindrops held off! Let's face it, Mother Nature cannot be tamed but sometimes she makes exception, and for that we thank her.

Many who came struggling with their own personal losses, let us know what it meant to them and we are grateful. Because it is so meaningful to you, we look forward to being able to offer this event again and again!



**Bartolomeo & Perotto
Funeral Home**

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Grievers & Caretakers**
SPRING SEMINARS
May 2&3, 2023
held at Bartolomeo & Perotto FH

**Grief Seminars for both
Grievers & Caretakers**
*presented by widely-known author, speaker
& grief counselor, **Dr. Alan Wolfelt***
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