


The Story of our
Coat of Arms

 *ur coat of arms exemplifies the traditions and principles we hold dear and which guide our philosophy of service to others. It is composed of various elements, each having symbolic meaning. We hope you will enjoy reading and reflecting upon the thoughts it conveys.*

THE COZINE FAMILY

"The Lord is my strength and my shield; my heart trusts him, and I am helped...The Lord is the strength of his people, a fortress of salvation for his anointed one."

—Psalm 28:7-8

Our Coat of Arms



At the top of the border (located middle chief) is the Christian symbol ΙΧΘΥΣ, the Greek word for "fish." This symbol was used by the early Christians to identify one another.



The Lions serve as the supporters and guardians of the shield. They stand in the "rampant" position—rearing up, with their forepaws in the air. They represent strength, courage and determination. The lion on the left, with his mouth open, symbolizes the issuance of godly counsel. The lion on the right signifies the acceptance of such counsel in the spirit of Proverbs 19:20-21: "Listen to advice and accept instruction, that you may gain wisdom for the future. Many are the plans in a man's heart, but it is the Lord's purpose that prevails."



The shape of the shield is derived from the 14th-century "heater shield," most commonly used for armorial purposes.

The shield is divided into three diagonal stripes or divisions representing the Trinity—Father, Son and Holy Spirit.

The three crosses (located dexter chief, sinister chief and middle base) remind us of Christ's death for our sins and the hope of eternal life.



The compartment or foundation of our coat of arms signifies living a life based on Jesus Christ. Colossians 2:6-7 states, "Since you have accepted Jesus Christ as Lord, live in union with him. Keep your roots deep in him, build your lives on him, and become stronger in your faith, as you were taught. And be filled with thanksgiving."



The Broadway Tower (located fess point) was built in the 18th century by the Earl of Coventry outside Broadway, England, in the Cotswolds. It serves as a reminder that our family was in the Cotswolds at the time we were notified of the fire that destroyed the mortuary building on New Year's Eve 1990. The mortuary's name, Broadway, is derived from this area. The tower serves as an example of strength, longevity and tradition.



The Latin motto "Virtus Venit Per Ignem" literally means "strength comes through fire." Its meaning is twofold. It serves as a reminder of the fire that destroyed the Broadway Mortuary building and the subsequent difficulties that followed. And it is an example of encouragement taken from Romans 5:3-4: "We rejoice in sufferings, knowing that suffering produces perseverance, and perseverance produces character, and character produces hope." It is this hope that carries us through difficult times and allows us to keep our eyes focused on Jesus Christ and on God's plan for our lives.

Mission Statement

Our mission is to glorify the Lord by applying sound, biblical principles to our business, by ministering to people who are mourning a loss and by pursuing excellence in every aspect of our organization.

Objectives

- ✦ To provide funeral and memorial options that are of exceptional quality and value.
- ✦ To provide compassionate and caring service to every family, regardless of their financial situation.
- ✦ To continually search for innovative ways to better serve families.
- ✦ To set the standard for funeral service through unsurpassed professionalism and attention to detail.
- ✦ To provide leadership as the trusted source of professional and expert advice through educational opportunities and involvement in our community.
- ✦ To provide an environment where our associates can develop their personal abilities, as well as obtain a true sense of fulfillment in serving others.



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