

The Scarsdale Inquirer

Michael L. Rosenthal

Hartsdale resident Michael L. Rosenthal has established a private, Jewish-owned and operated funeral home as an alternative to corporate-owned funeral homes, which dominate the Westchester market. The new Rosenthal Memorial Chapel is at 117 Washington Ave., Pleasantville.



The Department of Consumer Affairs has reported that consolidation among corporate-owned funeral homes has led to higher prices for families, and that "there are many other trends in this changing industry that are making funeral planning increasingly difficult for consumers."

An expert in Jewish burial customs and traditions, Rosenthal brings more than 12 years of experience to his organization. He served in various positions at funeral conglomerate Service Corporation International, throughout New York state. He managed Hellman Memorial Chapel in Spring Valley; Hellman-Garlick Memorial Chapel in Briarcliff Manor, which he established in 2001; and Garlick Funeral Home in the Bronx. He was also assistant manager at Riverside Memorial Chapel in Mount Vernon.

A graduate of SUNY/Hudson Valley Community College, Rosenthal holds an associate's degree in applied mortuary science.