



Samuel L. Farb Sr.

May 9, 1942 - May 20, 2014

Samuel L. Farb Sr., a veteran of the U.S. Air Force and a dedicated humanitarian, died suddenly on Tuesday, May 20, 2014, at his home in Bonita Springs, Fla. He was 72.

Sam was born in Indianapolis, Ind., on May, 9, 1942 and it was where he grew up with his twin sister, Sandra, and their younger brother, Philip, under the loving guidance of their father, Louis Lasky Farb. Sam graduated in 1960 from Zionsville High School in Indianapolis and went on to serve four years in the U.S. Air Force. He was stationed at Wright Patterson Air Force Base near Dayton, Ohio, where he twice earned the Distinguished Airman of the Base award for his work with youth athletes.

After being honorably discharged from the military, Sam enrolled at The Ohio State University, completing his degree in less than three years before embarking in 1967 on a career in the life insurance industry. In 1978, he completed his training as a chartered life underwriter through the American College of Financial Services.

Sam operated his own firm, SLF Insurance Co., where he specialized in health and life insurance, estate and business planning. He was proud of his decades of service to Central Ohio families and enjoyed helping them plan for their futures. He was a member of the Financial Planning Association, the

Society of Financial Service Professionals, and the International Association of Financial Planning. Sam qualified 47 consecutive years for recognition from the Million Dollar Round Table, acknowledging his “exceptional professional knowledge, strict ethical conduct, and outstanding client service” among the nation’s premier financial professionals.

A loyal alumnus of Ohio State, Sam was a lifelong supporter of the Buckeye Boosters and was a particularly rabid fan of the University’s football and basketball programs. He was also active in the Alpha Chapter of Gamma Iota Sigma – the first insurance fraternity in the United States – and had been a member since 1971 of the President’s Club, recognizing his generous giving to academics, health sciences, and the arts at Ohio State. He served for many years on the board of Mid-Ohio Electric in Columbus.

Sam was known to his large circle of family and friends for his wit and humor and also as a compassionate, empathetic individual, who devoted much of his time to helping others. He was particularly dedicated to organizations that benefited children, medical research, and the military, among them Charity Newsies, BalletMet, Disabled American Veterans, Holy Family Soup Kitchen, and the Evans Scholars Foundation. Sam served for 20 years as president and distinguished governor of the West Central District for Sertoma (“Service to Mankind”) International, an organization that helps individuals with speech and hearing problems. For many years, he delighted Columbus-area children by playing Santa Claus, sharing his holiday spirit with the Salesian Boys and Girls Club.

Sam is survived by his wife of 18 years, Rosalyn S. (Hendrix) Farb; his daughter, Suzanne Newlon; his step-daughter, Amy Merola, and her husband, Dave; his twin sister, Sandra McBride; his brother, Philip, and his wife, Darlena; his brothers- and sisters-in-law, Robert and Milena Hendrix, Rebecca and Richard Blackstone, and Shawn and Barbara Hendrix; his four

grandchildren, Jordan and Sedona Newlon and David and Ava Merola; and many nieces and nephews.

Sam was predeceased by his son, Samuel L. Farb Jr. (2011); father, Louis Lasky Farb; brother-in-law, Ronald McBride; and mother-in-law, Rosemary Hendrix.

There will be a Celebration of Life service in Sam's honor at Holy Family Catholic Church, 584 W. Broad St., Columbus, Ohio 43215, on Thursday, May 29, at 11:00 a.m.

To recognize Sam's passion for helping others, his family requests that donations be made in his honor to Holy Family Soup Kitchen, 57 S. Grubb Street, Columbus, Ohio, 43215 or to St. Mary Grade School, 700 S. Third Street, Columbus, Ohio, 43206.

Arrangements are being handled by Shikany's Bonita Funeral Home.

Tribute Wall



“ *Samuel L. Farb Sr.*

October 09, 2023 at 03:40 AM