

## Kyle Feerick

Funeral Director, Feerick Funeral Home  
Member Since 2021

Like his father before him, Kyle Feerick set out to follow his own path rather than join the family business. But just like his father, he discovered that the family business actually suited him quite well.

Kyle is the fifth generation to lead the nearly 130-year-old Feerick Funeral Home established by his great-great grandfather William in 1896.

Kyle's parents, Patrick and Jo Ann, bought a hobby farm in Saukville where his dad, pursuing his dream of being a carpenter, transformed the lower level of the barn into a workshop and the old farmhouse into their dream home. Kyle's mom had a successful career in sales, while his dad stayed home with Kyle and his two younger sisters. In the early 1990s, when Kyle's grandfather became ill, his dad stepped in to take over the funeral home.

As a teen, Kyle worked at the funeral home doing small jobs but after graduating from Dominican High School, he decided to pursue a different career. After earning a bachelor's degree in marketing and a minor in music from Cardinal Stritch, he thought advertising sales at 96.5 WKLH radio would be the perfect job.

"I quickly discovered that I'm not a sales guy at all, so I returned to the funeral home to work with my dad. It turned out to be the most natural fit for me."

Kyle became a funeral director apprentice and also handled pre-funeral arrangements. In 2015, he earned his funeral director license and steadily worked at making his mark at the business, which since 1933 has been located on Capital Drive in Shorewood.

With three full-time directors on staff, Kyle now concentrates on managing business operations and development, which has included hiring his own team, converting one of two service rooms into a celebration of life and reception space and construction of a crematory in Saukville. His wife Becca, a registered nurse with a flair for decorating, designed the newly remodeled room to reflect the same stately elegance found throughout the home.

It takes good people skills and the right personality to do this type of work. Kyle has both. He also had his father as an excellent role model.



"I learned everything about how to interact with families by watching my dad. I love helping people through a really difficult time to create a meaningful tribute to honor their loved one," said Kyle, who tries to attend every Feerick funeral service and personally greet each family. "It's also been extremely rewarding to grow and develop the business—adapting to society's changing needs. Putting my own stamp on it."

Kyle attributes his good values and strong work ethic to his parents and credits an experienced funeral director he hired for teaching him valuable lessons about the industry—life in general.

"He told me that there are two different ways to do something. One always involves more work, and that's usually the right way to do it. I really took



that to heart. I'm a long-term type of person who likes to gradually build things and not try to get there too quickly because that doesn't usually work out very well. The right way usually takes the longest."

Something Kyle's been working on for a long time is music.

"Being a musician really brings balance to my life," said Kyle, who released his first of several records in 2009. "I love my job, but it's really nice to go out and sing and play guitar and not think about anything work-related for a little while."

You can find the singer/songwriter's music on Spotify, iTunes and YouTube, and you can see him live at local events, including Summerfest, and at gigs at North Shore establishments accompanied by a varied rotation of fellow musicians.

Kyle's dad also dabbled in music. He was a drummer in a group that won a high school Battle of the Bands and 30 years later, Kyle's band won that same competition.

When he's not working or creating music, Kyle is happiest when he's with his family at their Bayside home. Daughter Lilly, 12, aspires to be a medical doctor, Oli (Oliver), 9, has declared that he will be the sixth-generation Feerick funeral director.

"Where I'm at in my life right now, I don't have a lot of free time and I've realized how important it is to focus on spending time with family and friends."

Kyle has long been involved with the Shorewood Men's Club, including serving as president and board member. He is a third-generation (at least) member of the Rotary Club of Milwaukee, which includes his late grandmother Marjorie Feerick, an early woman executive member.

"I love being part of Rotary, meeting new people, the excellent speakers, and I truly appreciate all the great things Rotarians do in Milwaukee and around the world. I really want to have a more active role in all that good work and someday I will. All in good time."

