



**“Mardi Gras...
A Celebration of
Our Profession”**

2008
TFDA/TFSSC

105th
Annual Convention

June 8 – 10, 2008

Franklin Marriott Cool Springs Convention Center
Franklin, Tennessee

Make your reservations today at (615) 261-6100.
Deadline for the TFDA block of rooms is May 16, 2008.

Schedule of Events

SUNDAY, JUNE 8, 2008

12:00 Noon – Silent Auction

Be sure to visit the TFDA-PAC Silent Auction in the conference center lobby. Donations will need to be made personally. Receipts will be available for personal reimbursement. Cash, personal checks and personal credit cards will be accepted.

12:00 Noon – 8:30 PM Registration Desk Open

EDUCATIONAL SEMINARS

2:00 PM – 2:50 PM SEMINAR

Billy G. Yarbrough, CFSP, presents “KATRINA: The Storm/ The Relief/ The Memorial”
(approved for 1 continuing education credit)

ABOUT THE PRESENTER:

BILLY G. YARBROUGH, CFSP

Yarbrough Mortuary Service



Billy G. Yarbrough, CFSP, 1984 graduate of John A. Gupton College in Nashville, TN, President of the Tennessee Academy of Graduate Embalmers, President of Yarbrough Mortuary Services, Inc. in Jackson, TN. West Tennessee Director for the Tennessee Funeral Directors Association, Member of DMORT 4, deployed for Hurricane Charley, Punta Gordo, Florida 2004, and Hurricane Katrina 2005. Billy serves in two disciplines with DMORT, as Mortuary Officer and as a Medical-Legal Investigator. Billy is also an assistant Coroner, for the Medical Examiner in Madison County, Tennessee. Billy currently holds a funeral director and embalmer license in Tennessee, Mississippi and Utah.

THE TOPIC:

“KATRINA: The Storm/ The Relief/ The Memorial”

Billy will discuss the devastation of Katrina, how the disaster was organized, what did it take to organize the help efforts, and how the funeral industry was involved. He will talk about the relief that has taken place to date and what needs to be done in case of another disaster. Also, he will discuss a memorial that has been established.





3:00 PM – 3:50 PM SEMINAR

Sponsored by BATESVILLE CASKET COMPANY

Nectar L. Ramirez, General Manager for Options by Batesville presents
“Getting To Know the Cremation Consumer”
(approved for 1 continuing education credit)



ABOUT THE PRESENTER:

NECTAR L. RAMIREZ was born and raised in Puerto Rico. She has a BS in Industrial Engineering from Purdue University, an MBA from Kellogg School of Management, Northwestern University. She has worked for Corporate Executive Board as a consultant identifying and teaching best practices to Fortune 500 companies in Sales, Marketing and Human Resources and several other positions before being employed by the Batesville Casket Company. Nectar joined Batesville Casket Company in 2002 as the Director of Market Research. She has also held the position of Sales Director for the Metro Region (New York, New Jersey, Connecticut) and has been newly appointed General Manager for Options of Batesville's cremation business.

ABOUT THE TOPIC:

This educational seminar, “Getting to know the cremation consumer,” is designed for all funeral directors who are involved in the arrangement process with cremation families, and who seek to better understand the needs of these families.

More and more, families are selecting cremation as a means of final disposition when the death of a loved one occurs. So often, those in funeral service have a very narrow view as to what families really want when they select cremation as their choice for disposition. This presentation is designed to give the funeral director an in-depth look into what drives the decision-making process for these families and put together an action to better address their needs. The course will take an in-depth look at how the cremation rate is growing in the United States, and factors that contribute to this growth.



4:00 PM – 4:50 PM SEMINAR

Doug Gober, Matthews Merchandising Systems, present PART ONE
“The Re-Arrangement Conference: Undoing the Damage that Pre-Need has Done”
(approved for 1 continuing education credit)

ABOUT THE PRESENTER:

DOUG GOBER began his funeral service career twenty-nine years ago as a sales representative in the casket industry. He has earned numerous national awards from various organizations within death care. He has also served as a consultant on various marketing and merchandising projects conducted on an international scale.

A native of Birmingham, Alabama, Doug graduated from the University of Alabama in 1977, where he earned a Business Degree in Accounting. Subsequently, he became a Certified Public Accountant specializing in industrial audits and corporate taxes.

In 1995, Doug Gober joined The Doody Group as Executive Vice President. Working in the United Kingdom and France, Doug successfully directed the European operations for the company. He has been instrumental in planning and implementing a number of innovative merchandising concepts and products created by The Doody Group, The York Group, Milso Industries, and its parent company, Matthews International. Doug has been a pioneer in developing the York Merchandising System, which is now being offered in more than 2500 funeral homes in the United States, Canada, and Mexico. He has also presented marketing and merchandising seminars to industry professionals worldwide.

Doug Gober is based in New Orleans. He is the father of four children.

THE TOPIC:

PART ONE “The Re-Arrangement Conference: Undoing the Damage that Pre-Need has Done”



When the dead have prearranged their own funerals, the results often leave the living (and our industry) wanting more. This presentation takes a practical look at the challenges of minimal prearranged services, and offers some practical strategies for offering families more.

- Understand the inherent limitations in having a tribute designed by the person being honored
- Learn to help surviving family members separate the prearranged “necessities” from their own desires to say farewell
- Recognize the opportunities created by limiting the scope of the prearrangements and increasing the scope of the at-need process
- Develop effective strategies to capitalize on these opportunities



5:00 PM – 6:00 PM

TFDA/TFSSC Memorial Service

Sponsored by SOUTHLAND NATIONAL INSURANCE CORPORATION
The Memorial Service is the most important function at the convention. What a great honor for our association to participate in celebrating the lives of our deceased members who have left us this past year.

6:00 PM – 8:30 PM

Exhibit Hall GRAND OPENING

Sponsored by BATESVILLE CASKET COMPANY, DELTAURORA CASKET COMPANY & MATTHEWS CASKET DIVISION

Leisurely walk through the exhibit hall and see all the new products. Please remember to support our dedicated exhibitors and place your order at the convention.

8:30 PM - 10:00 PM

Ice Cream Social

Sponsored by SOUTHLAND NATIONAL INSURANCE CORPORATION

MONDAY, JUNE 9, 2008

7:00 AM – 8:30 AM - TFDA/TFSSC Sponsored Breakfast – Free with registration

8:30 AM – 4:30 PM - Registration Desk Open

9:00 AM – 10:00 AM - TFSSC Business Meeting

9:00 AM – 11:00 AM

TFDA Business Meeting - Sponsored by VANTAGE PRODUCTS

(approved for 2 continuing education credits)

You will want to attend the TFDA Business Meeting following the breakfast for a brief recap of TFDA accomplishments, legislative issues, and meet your new officers and directors. Also, the 50 Years of Service Plaques will be given at this meeting.

50 Years of Service Plaques - Sponsored by JOHN A. GUPTON COLLEGE

50 Years of Service plaques will be given out at the TFDA Business Meeting on Monday, June 9, 2008. If you have 50 years of service or know someone that does, please contact the TFDA office at (615) 321-8792, (800) 537-1599 by phone or tnfuneral@xspedius.net by email.

11:00 AM – 12:30 PM

Joint Luncheon – Sponsored by ANSERCALL, INC.

Mr. Doug Gober – Speaker Sponsored by MATTHEWS CASKET DIVISION

PART TWO “The Re-Arrangement Conference: Undoing the Damage that Pre-Need has Done”

(approved for 1 continuing education credit)

ABOUT THE TOPIC:

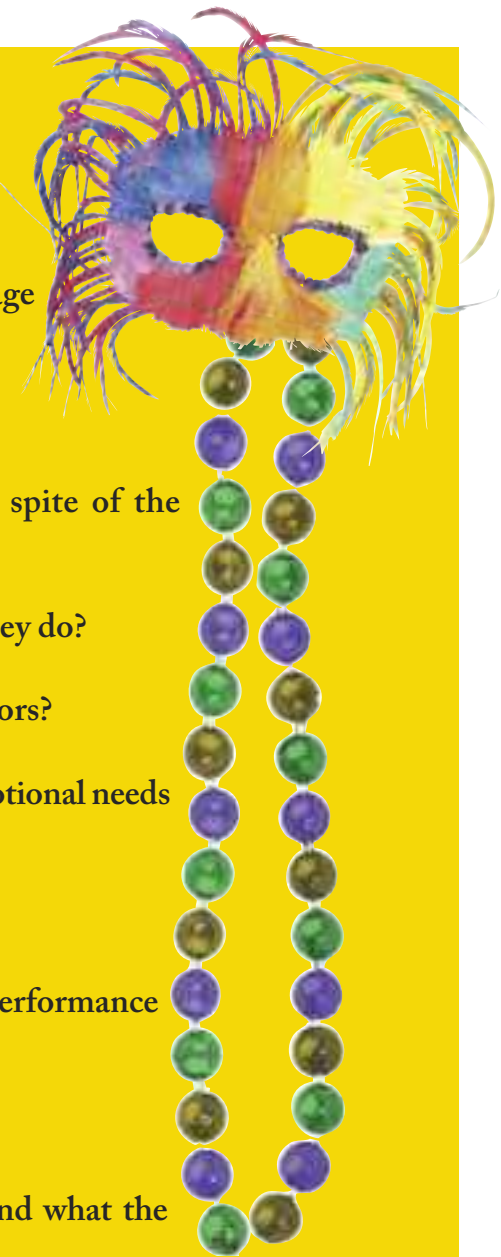
Objective: To help participants create more meaningful services, in spite of the limitations imposed by the prearrangements.


- What motivates pre-arranging family members to make the choices they do?
- How the pre-arrangers’ motivations can differ from those of the survivors?
- Why some pre-need choices may shortchange the psychological and emotional needs of their survivors?
- How the pre-need business model can contribute to this problem?
- How the quality of pre-arranged services can affect the reputation and performance of funeral homes in their community?
- Different ways that time can make pre-arrangement choices obsolete.
- Ways to resolve a conflict between what the deceased pre-arranged and what the survivors want or need.
- Ways to create opportunity by limiting the scope of pre-arrangements and increasing the scope of the at-need process.

1:00 PM – 4:00 PM

Exhibit Hall Open

(approved for 1 continuing education credit)





6:30 PM – 10:00 PM

Monday Night Event, "FAT MONDAY"

Great food, great entertainment and dancing, what more can you ask for?

If you attended the Grand Banquet last year, you will remember what a fantastic time everyone had with the "Ron Shuff Revue". They will be the band that entertains us during our Cajun dinner at our "FAT MONDAY".

They are well known as one of the best bands in Franklin, TN. They were involved in the success of the "Dancin' in the Street Festival" that is presented in Franklin every year.

The Ron Shuff Revue will bring their version of "Blues Brothers" for our version of "Fat Tuesday"! This will be too much fun to pass up!!

\$1,000 CASH GIVE-AWAY! must be present to win!

TUESDAY, JUNE 10, 2008

8:00 AM Tee Time

TFDA/TFSSC Golf Tournament - Forrest Crossing Golf Club, Franklin, TN

Tuesday Morning Free Time

For those of you that don't golf, how about visiting the largest shopping district in Tennessee, Cool Spring Galleria Mall! Shop at your leisure with the entire family!

1:00 PM – 2:00 PM

State Board of Funeral Directors and Embalmers Board Meeting

(approved for 1 continuing education credit)

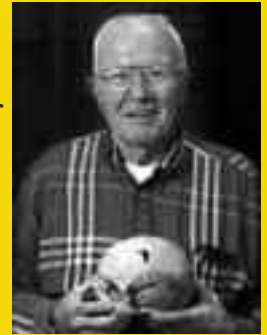
The State Board of Funeral Directors and Embalmers Meeting will proceed as usual at the TFDA/TFSSC Convention. If you have not been able to participate in one of these meetings, this is your opportunity to see the system work. Come and meet your State Board members.



2:00 PM – 4:00 PM

Sponsored by ATLANTIC COAST LIFE INSURANCE COMPANY
Dr. William M. Bass, Forensic Anthropologist, Founder of The Body Farm
(approved for 2 continuing education credits)

BACK BY POPULAR DEMAND — Dr. Bill Bass will give a lecture on information he has gained from the research of the “Body Farm” he founded in Knoxville, TN. He will also share how he has assisted federal, local and non-US authorities identify human remains. He will discuss how he used researched information in the books he wrote and co-wrote, “Body Farm”, “Death's Acre”, “Carved in Bone” along with others.



This seminar will be educational to all attending, because of the abundance of information Dr. Bass has gained through the research of human remains.

6:00 PM – 7:00 PM

Past Presidents Reception – A Tribute to Our Past Presidents

Come join us in honoring our Past Presidents. All are invited to this reception as we salute our past leaders.

7:00 PM – 10:00 PM

Grand Banquet "MARDI GRAS SPECTACULAR!"

“Bayou Degradable” is the band that will be entertaining us for our "MARDI GRAS SPECTACULAR!" You are in for a treat!



Also, don't forget the best decorated Exhibitor Booth Space Contest will be awarded. You must be present to win the free 10 X 10 booth space for the 2009 TFDA/TFSSC 106th Annual Convention!

\$1,000 CASH GIVE-AWAY! must be present to win!

EXHIBITOR CONTEST

This year with the theme of “Mardi Gras”, there is a contest for the best decorated booth space! The attendees will be voting on the booth they feel is decorated in the spirit of Mardi Gras. The winning booth space will be announced at the Grand Banquet, Tuesday night. The exhibitor, in attendance of the Grand Banquet, will win a free booth space for the 106th 2009 TFDA/TFSSC Convention. If the winner is not in attendance, the next booth space with the most votes will win. **WINNER MUST BE PRESENT TO WIN!**

2008 TFDA MEMBERS

A special thank you to all the Tennessee firms and individuals that have shown their support by becoming TFDA members this year!

TFDA MEMBERS APPRECIATE OUR EXHIBITORS

Please remember to show the exhibitors support while at the convention. We want them to come back.

2008 TFDA/TFSSC 105th Annual Convention

June 8 – 10, 2008

Franklin Marriott Cool Springs Convention Center, Franklin, TN

\$119.00 ROOM RATE

Pre-registration must be received by the TFDA office no later than
Thursday, June 5, 2008 for the pre-registration prices.

Please mail form along with check to
TFDA Convention, 1616 Church Street, Suite A, Nashville, TN 37203

PLEASE PRINT ALL INFORMATION

NAME: _____ FIRM OR COMPANY NAME: _____

ADDRESS: _____

PHONE: _____ FAX: _____ EMAIL: _____

	Price Before June 5, 2008	Price After June 5, 2008	Non-Member Fees
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PACKETS

# _____ One Individual Complete Packet	\$185	\$200	\$370
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Includes: 1 Registration, Sunday Seminars, Memorial Service, Exhibits, Joint Luncheon, Monday Night Event, Dr. Bill Bass Seminar, Tuesday Grand Banquet *(total of 10 CEU's for one)*

# _____ One Couple Complete Packet	\$370	\$400	\$740
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Includes: 2 Registrations, Sunday Seminars, Memorial Service, Exhibits, Joint Luncheon, Monday Night Event, Dr. Bill Bass Seminar, Tuesday Grand Banquet *(total of 10 CEU's for two)*

EVENT & NUMBER OF TICKETS

# _____ REGISTRATION	\$30	\$30	\$60
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Includes 9 CEU'S: Exhibits *(1CEU)*, 3 Seminars *(3CEU Each)*, TFDA Business Meeting & Breakfast *(2CEU)*, State Board Meeting *(1CEU)* Dr. Bill Bass Seminar *(2CEU)*

# _____ MONDAY JOINT LUNCHEON (1CEU)	\$40	\$45	\$80
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# _____ MONDAY NIGHT EVENT	\$50	\$55	\$100
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# _____ TUESDAY NIGHT GRAND BANQUET	\$65	\$70	\$130
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TOTAL AMOUNT OF CHECK	\$ _____	\$ _____	\$ _____
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Pay with your VISA or MasterCard Number: _____

Card Expiration Date: _____

Three Digit number on back of card: _____ Name on Card: _____

NO EVENT TICKETS WILL BE SOLD on the DAY OF THE EVENT. REGISTRATION IS FREE AND MEALS ARE HALF PRICE FOR CHILDREN UNDER THE AGE OF 12 YEARS. MAKE YOUR RESERVATIONS TODAY AT THE FRANKLIN MARRIOTT COOL SPRINGS CONVENTION CENTER, DEADLINE FOR THE TFDA BLOCK OF ROOMS IS MAY 16, 2008. CONTACT THE HOTEL DIRECTLY AT (615) 261-6100, MAKE SURE YOU INFORM THE HOTEL YOU ARE WITH THE TFDA CONVENTION GROUP.

PLEASE PRINT NAMES FOR NAME TAGS:

FIRM NAME: _____

NAME: _____ EVENTS: _____

NAME: _____ EVENTS: _____

NAME: _____ EVENTS: _____

NAME: _____ EVENTS: _____

NAME: _____ EVENTS: _____

NAME: _____ EVENTS: _____

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NAME: _____ EVENTS: _____

Franklin Marriott Cool Springs Convention Center is holding a block of rooms for the TFDA group.
Please remind them that you are with the TFDA Convention to get your special rates.

**MAKE YOUR RESERVATIONS DIRECTLY TO THE FRANKLIN MARRIOTT
COOL SPRINGS CONVENTION CENTER AT (615) 261-6100.**

ANY SPECIAL REQUEST:

Do you need to have a room close to the exhibit hall? Do you need a wheelchair, etc.? Please state any special needs:

Exhibitors

**These exhibitors have already guaranteed us that
they will participate at this year's convention, as of April 9, 2008**

All About Portraits, Sevierville, TN
Ambulance & Coach Sales, Nashville, TN
Ansercall, Inc., Laurel, MS
Atlantic Coast Life Insurance Company, Charleston, SC
Bass-Mollett Publishers, Inc., Greenville, IL
Batesville Casket Company, Batesville, IN
Bell's Specialty Advertising Company, McKenzie, TN
Bentley's Portraits, Nashville, TN
Brenda Jones Handmade Dresses, Springfield, TN
Caring Senior Services, Nashville, TN
Cemetery Funeral Supply, Monroe, NC
Cincinnati Surgical Company, Cincinnati, OH
Clark Grave Vault, Columbus, OH
Classic Metal Vaults, Marshall, IL
Columbian Financial Group, Binghamton, NY
Contemporary Concepts, Inc., Charlotte, NC
Deaton-Kennedy Company, Joliet, IL
DeltAurora Casket Company, Aurora, IN
Dove Urns, Gallatin, TN
Federated Funeral Directors of America, Springfield, IL
Federated Insurance, Atlanta, GA
First Tennessee, Memphis, TN
Forethought Financial Group, Inc., Indianapolis, IN
Funeral Directors Life Insurance Co., Abilene, TX
Homesteaders Life Company, W. Des Moines, IA
Hydrol Chemical Company, Yeadon, PA
Investors Heritage Life Insurance Co., Frankfort, KY
John A. Gupton College, Nashville, TN
Jones Coach Sales, Bowling Green, KY
Lincoln Heritage Life Insurance Co., Portland, OR
Matthews Casket Division, Pittsburg, PA
Messenger, Auburn, IN
Monumental Life Pre-need, Pisgah Forest, NC
Music City Mortuary & Crematory, Nashville, TN
NGL Insurance Group, Madison, WI
Pierce Chemicals, Dallas, TX
Pierce Mortuary Colleges, Dallas, TX
Polyguard Sales Company, Afton WY
Practicum Strategies, Hammonton, NJ
Regions Morgan Keegan Trust, Houston, TX
Rita Barber, Inc., Abilene, TX
Shields Southeast Sales, Inc., Marietta, GA
Southland National Insurance Corporation, Tuscaloosa, AL
Tennessee Donor Services, Nashville, TN
The Dodge Company, Cambridge, MA
The Sum Total of Advertising, Mt. Juliet, TN
Unity Financial Life Insurance Company, Cincinnati, OH
Vantage Products, Inc., Covinton, GA
Wilbert Burial Vault Company, Nashville, TN
Yarbrough Mortuary Services, Jackson, TN

Remember to support our exhibitors! They support your association!

*We hope you
enjoy this year's
Annual Convention*

