

A Salute to Service



You are invited to the

2023 Tennessee Funeral Directors Association
120th Annual Convention

★ **June 25 – 27, 2023** ★

Embassy Suites Hotel, Franklin, TN

MAKE YOUR RESERVATIONS DIRECTLY TO THE
EMBASSY SUITES HOTEL, FRANKLIN using the code: FDA
Phone: (615) 515-5151

DEADLINE FOR THE TFDA ROOM BLOCK IS MAY 24, 2023

Do not forget to bring your TFDA membership card.

Schedule



Sunday, June 25, 2023

Reverend Zach Lloyd

10:30 am – 11:30 am Interfaith Service
with Rev. Zack Lloyd, Sponsored by

Tennessee Donor Services
an extraordinary commitment to science, health and hope



VALERIE WAGES

12:00 pm – 2:00 pm Seminar

Valerie Wages, "PERCEPTION BY YOUR COMMUNITY IS EVERYTHING IN DETERMINING IF YOU WILL BE SELECTED OR NOT"

HERITAGE FAMILY SERVICES SPONSOR
(TN State Approved for 2 CEU's)



TERRY CAIN

2:00 pm – 3:00 pm Seminar

Terry Cain "BEST PRACTICES FOR RECRUITMENT AND RETENTION WHILE ACHIEVING YOUR GOALS"

(TN State Approved for 1 CEU)
SPONSORED BY THE MESSENGER CO.



REV. ZACH LLOYD

3:00 pm – 4:00 pm Seminar

(requesting approval of 1 CEU)
Sponsored by TENNESSEE DONOR SERVICES

Tennessee Donor Services
an extraordinary commitment to science, health and hope



4:30 pm Family Gathers for TFDA Memorial Service

5:00 pm – 6:00 pm TFDA Memorial Service

MESSENGER SPONSORING GIFTS, TUKIO'S
SPONSORING THE MEMORIAL SERVICE VIDEO



6:00 pm – 8:30 pm Exhibit Hall Grand Opening
(TN State Approved for 1 CEU)

Monday, June 26, 2023

9:00 am – 11:00 am TFDA Business Meeting

honoring 50 Years of Service plaques
(TN State Approved for 2 CEU's)

11:00 am – 1:00 pm TFDA Joint Luncheon

Presented by Glenn Jacobs, Knox County Mayor
presenting "LIGHTING THE WAY FOR OUR FUTURE."
(TN State Approved for 1 CEU)

1:00 pm – 3:00 pm Exhibit Hall Open

(TN State Approved for 1 CEU)

**5:00 pm – 8:00 pm Monday Night Event with
Auctioneer Randy Nash, Sumner Funeral & Crema-
tion, Gallatin, TN**

Tuesday, June 27, 2023

8:00 am Golf Tournament

WILBERT VAULTS OF TN SPONSORS LUNCHEON
Towhee Golf Club
(Golf Tournament packet included)



1:00 pm – 4:00 pm Seminar

"CREMATION: THE NEW EMBALMING",
Brad Kuchnicki, Executive Director, and
Christi Moon Robbins, The Independent
Funeral Group
(TN State Approved for 3 CEU's)



5:00 pm – 6:00 pm Past President's Reception

6:00 pm – 10:00 pm Grand Banquet

ATLANTIC COAST SPONSORING DJ Darren B with Photo Booth



DJ Darren B (Brent Elliott)

All of the Continuing Education Credits for the 2023 Tennessee Funeral Directors Association 120th Annual Convention have been approved by the Tennessee State Board of Funeral Directors and Embalmers. There is an opportunity to earn 11 CEU's.

Speakers & Special Guest ★



Tennessee Donor Services
an extraordinary commitment to science, health and hope



REVEREND ZACH LLOYD
Pastor of East LaFollette
Baptist Church
Motivational Speaker

LaFollette, Tennessee

Reverend Zach Lloyd has been called a walking miracle. In October 2020, he was admitted to the hospital because of difficulty breathing and had a double lung transplant.

Rev. Lloyd will talk about how he survived the double lung transplant and how the community supported him. How he survived a journey was nothing short of amazing.

He has traveled around the state to remind people of how important it is to pull together in time of need.

He hopes to motivate others with his story.



H
HERITAGE
FAMILY

VALERIE WAGES

Valerie has worked with Tom M. Wages Funeral Service, served as a National Training and

Development Specialist and as a Commencement Speaker.

Her career has included consulting with and developing funeral home personnel throughout the United States, as well as in Europe. She is recognized as a sought-after public speaker in the death

for serving families and being able to communicate to funeral service professionals the important role they play in the lives of people when a loved one has died.

Valerie graduated from Georgia College & State University, Milledgeville, Georgia, in 1971 with a bachelor's degree in education and was an honor graduate from Gupton-Jones College of Funeral Service in Atlanta, Georgia on August 19, 1977.

She is a licensed Embalmer & Funeral Director in the State of Georgia and holds the designation of Certified Funeral Service Practitioner (CFSP) through the Academy of Professional Funeral Service Practice (APFSP).

Valerie has received numerous awards and recognitions in her career, such as, serving as the first woman President of the Georgia Funeral Directors Association (1988-89) and first licensed woman Embalmer and Funeral Director to serve on the Georgia State Board of Funeral Service.

Valerie was a recipient of the Initiative Award given through the National Funeral Directors Association Professional Woman's Conference in recognition of outstanding leadership and commitment to funeral service.

Valerie's committed to provide exceptional customer service, provide each family with meticulous attention to detail and help family members and friends begin the next journey of their lives without their loved one physically with them on this earth has been her the most rewarding work in her life.



TERRY CAIN, THE MESSENGER CO.

Terry Cain brings 30 years of product and merchandising experience to funeral service. Having grown up around the funeral industry, Terry spent 20 years working for Fortune 500 Company, Phillips Van Heusen (PVH Corp.) where he earned all of their top awards for sales and revenue generation. In 2010 he joined Bass-Mollett, now a Messenger company. Terry is passionate about helping funeral homes generate revenue through modern merchandising concepts and extreme personalization. A thousand times a year he walks through the day of a funeral home and has the opportunity to see what is working and not working in all phases of funeral service.

"Fact: Funeral Service has changed. Change doesn't mean it's better. Change doesn't mean it's worse. Change means it's different. That's all, it's different than it used to be. Change doesn't have to mean lower revenue. The firms that will prosper in the next decade are firms that merchandise and personalize for the changing demographics. There is still revenue to be realized in funeral service."



MAYOR GLENN JACOBS, KNOX COUNTY MAYOR



KANE

Growing up in a military family, Glenn learned the value of hard work, determination and respect for our precious freedoms. These principles continue to guide his life.

Prior to being elected Mayor of Knox County, Glenn spent more than 20 years as a professional wrestler, most notably as WWE Superstar and three-time world champion Kane.

After a Hall of Fame career as a professional athlete and a few decades as a small business owner, Glenn felt called to run for Mayor of Knox County to help others reach their full potential. In 2017, Glenn answered the call to serve and was overwhelmingly elected Mayor of Knox County in 2018.

As Mayor of Knox County, he has demonstrated strong, conservative leadership and focused on telling the rest of the world what Knox County citizens already know: Knox County is the best place to live, work, and raise a family. Under Glenn's leadership, Knox County has added over 2,500 jobs and seen \$217 million in capital investment. He remains committed to creating opportunities for everyone to thrive in an engaged and vibrant community by prioritizing jobs, education and recreation.

Glenn knows that the best way for businesses to grow and create jobs is by getting the government out of the way. That's why when the Knox County Board of Health tried to implement burdensome mandates, Glenn stepped in and fought for Knox County businesses. He led the fight to keep businesses open while much of the country was locking down.

Additionally, while other towns, cities and counties across the country raised taxes during the pandemic, Glenn held firm and didn't increase taxes. By tightening our belt and making smart cuts, Glenn balanced the budget while continuing to make forward-thinking investments in our community. He's provided

raises for teachers and law enforcement officers, created three new schools and turned our county into a Second Amendment Constitutional County.

Now, Glenn is running for re-election as Mayor of Knox County. He is committed to strengthening our local economy, recruiting businesses to Knox County, continuing to pay down the debt, keeping our taxes low, eliminating unnecessary mandates, speaking out against the ongoing border crisis that has affected Knox County, supporting our local law enforcement officers, keeping our communities safe and protecting our conservative values.

Glenn is honored to serve such an incredible community, and he would be humbled to have your vote and support. With Glenn Jacobs as Mayor of Knox County, Tennesseans can expect four more years of strong leadership.

Glenn and his wife of more than 25 years, Crystal, live in Knox County with their family, including two daughters, two sons-in-law, two grandchildren and five dogs.



**BRAD KUCHNICKI
SPONSORED BY THE
INDEPENDENT FUNERAL GROUP**

In 1998, Brad graduated from Mid America College of Mortuary Science completing the curriculum to become a Licensed Funeral Director and Embalmer.

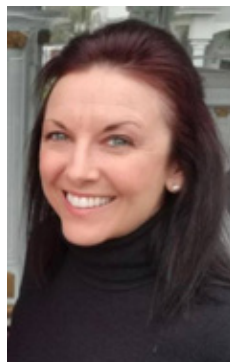
In 2010, Brad decided to pursue a Master of Science Degree in Safety, Security & Emergency Management from Eastern Kentucky University. Throughout this process, Brad harbored continued interest in the creation of affordable compliance solutions for nationwide funeral homes. With that goal in mind, Brad, along with a closely tied educational curriculum, became a Certified Occupational Safety Specialist and an OSHA Outreach Trainer completing both OSHA's 10 and 30-hour General Industry and OSHA's 501 and 511 certification programs.

In 2011, Brad opened Funeral Compliance LLC. His vision was to create an affordable compliance solution that could be implemented and enforced by any funeral home, regardless of size. Realizing that no one knows a business like the owner themselves, Brad developed a toolbox that will empower today's

funeral home owner in the creation of thorough OSHA program, becoming compliant with Federal and State regulations.

In 2013, Brad was hired by The Independent Funeral Group as the Executive Director to manage the association and oversee East Tennessee Cremation Company.

In 2019, Brad completed his Ed.D in Interdisciplinary Studies from Creighton University. Brad has been a Licensed Funeral Director and Embalmer for 24 years and is also a Certified Crematory Operator.



**CHRISTI MOON ROBBINS
SPONSORED BY THE
INDEPENDENT
FUNERAL GROUP**

Christi began attending John A. Gupton Mortuary College in 2007 and graduated in the Fall of 2008.



After mortuary college I moved from West Tennessee to East Tennessee to begin my apprenticeship and funeral career. I have been working as a dually licensed funeral director/embalmer in Knoxville for the last 13 years with experience in funeral home management, cemetery management and monument sales. In 2018, I joined the team at East Tennessee Cremation Company and The Independent Funeral Group and became a Certified Crematory Operator. I work at the crematory, performing day-to-day operations and also assist with The Independent Funeral Group.

50 YEARS OF SERVICE

**TFDA MEMBERS, IF YOU KNOW SOMEONE
THAT HAS 50 YEARS OF SERVICE,
PLEASE CONTACT THE TFDA OFFICE
SO THEY CAN BE RECOGNIZED AT THE TFDA
BUSINESS MEETING, MONDAY, JUNE 26, 2023.**

**Contact the TFDA Office at
(615) 321-8792 • OFFICE@TNFDA.ORG**

Sponsors &

Exhibitors

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**THE INDEPENDENT FUNERAL GROUP
SPONSORING BRAD KUCHNICKI AND
CHRISTI MOON ROBBINS**

**THE MESSENGER SPONSORS TERRY CAIN
AND MEMORIAL SERVICE GIFTS**

**TENNESSEE DONOR SERVICES
SPONSORS REVEREND ZACH LLOYD**

TUKIO'S / MEMORIAL SERVICE VIDEO

**WILBERT VAULTS OF TN / TFDA GOLF
TOURNAMENT LUNCHEON**

Thank you, Sponsors!

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Ansercall

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Atlantic Coast Life Insurance

Batesville Caskets

Bluff City Mortuary Services

Clark Grave Vault

Custom Air Trays

Director's Answering Service

Dodge Company

Eulogy Pen

Express Funeral Funding

Federated Mutual Insurance Co.

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Genesis Whole Body Donor Program

Great Western Insurance Company

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2023 TFDA/TFSSC 120th Annual Convention

June 25 – 27, 2023

Embassy Suites Hotel, Franklin, TN

Pre-Registration must be received by the TFDA office no later than THURSDAY, JUNE 22, 2023

Email office@tnfda.org

Send your form with check or credit card to:

TFDA Convention, 1616 Church Street, Nashville, TN 37203

(Please be prepared to show your TFDA membership card)

Name: _____ Firm/Company: _____

Address: _____

Phone: _____ Email: _____

REGISTRATION PACKETS:

	Price before June 22, 2023	After June 22, 2023	Non-Member Price
_____ One Individual Complete Packet	\$275.00	\$300.00	\$450.00

INCLUDES: Interfaith Service, 1-Valerie Wages Seminar, 2CEU; 1-Terry Cain Seminar, 1CEU; 1-Rev. Zach Lloyd Seminar, 1CEU; TFDA Memorial Service; 1-Open Exhibits 1CEU; 1-TFDA Business Meeting, 2CEUs; 1-TFDA Joint Luncheon, 1CEU; 1-Monday Night Auction; 1-Brad Kuchnicki Seminar, 3CEU's; 1-Grand Banquet.

_____ Two Complete Packets	\$550.00	\$575.00	\$900.00
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INCLUDES: Interfaith Service, 2-Valerie Wages Seminar, 2CEU; 2-Terry Cain Seminar, 1CEU; 2-Rev. Zach Lloyd Seminar, 1CEU; TFDA Memorial Service; 2-Open Exhibits 1CEU; 2-TFDA Business Meeting, 2CEUs; 2-TFDA Joint Luncheon, 1CEU; 2-Monday Night Auction; 2-Brad Kuchnicki Seminar, 3CEU's; 2-Grand Banquet.

Individual Events:

_____ Registration	\$50.00	\$50.00	\$100.00
INCLUDES: Interfaith Service, 1-Valerie Wages Seminar, 2CEU; 1-Terry Cain Seminar, 1CEU; 1-Rev. Zach Lloyd Seminar, 1CEU; TFDA Memorial Service; 1-Open Exhibits 1CEU; 1-TFDA Business Meeting, 2CEUs; 1-Brad Kuchnicki Seminar, 3CEU's.			
_____ Joint Luncheon (1CEU)	\$70.00	\$80.00	\$110.00
_____ Monday Night Auction	\$80.00	\$90.00	\$140.00
_____ Grand Banquet with Dinner & Dancing	\$90.00	\$100.00	\$170.00

TOTAL AMOUNT OF CHECK: \$ _____

PAYMENT:

_____ Visa _____ Mastercard Number: _____

3 Digit number on back: _____ Expiration date: _____

Name on credit card: _____ Zip: _____

What items will you bring to the Silent or Live Auction: _____

NO EVENT TICKETS WILL BE SOLD ON THE DAY OF THE EVENT. REGISTRATION IS FREE AND MEALS ARE HALF PRICE FOR CHILDREN UNDER 12 YEARS OLD. MAKE YOUR ROOM RESERVATIONS AT THE EMBASSY SUITES HOTEL.

DEADLINE FOR THE TFDA BLOCK OF ROOMS IS MAY 24, 2023. EMBASSY SUITES HOTEL (615) 515-5151.

PLEASE BE SURE TO INFORM THE HOTEL YOUR WITH THE TFDA CONVENTION GROUP OR GIVE THEM THE CODE: "FDA"

PLEASE PRINT NAMES OF ATTENDEES FOR NAME BADGES:

Firm/Company Name: _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

NAME: _____ **EVENT ATTENDING:** _____

ANY SPECIAL REQUESTS? Do you need a wheelchair, etc. Please state any special request below:

The Embassy Suites Hotel in Franklin, TN is holding a block of rooms for the TFDA Group. Please remind the hotel you are with the TFDA Convention Group to get your special room rate of \$173.00 per night.

TFDA WILL LOSE THE ROOM BLOCK OF ROOMS MAY 22, 2023.

MAKE YOUR ROOM RESERVATIONS DIRECTLY TO THE HOTEL (615) 515-5151.

2023 TFDA Golf Tournament

**TUESDAY,
JUNE 27th,
2023 AT THE
TOWHEE**

Towhee Golf Club

3901 Kedron Road
Spring Hill, TN 37174
Towhee Club at (931) 486-1253

\$75 Registration

Includes: Round of golf &
3 Mulligan tickets

12 teams of 4

(Limited to the 48 players maximum)

First 48 registered (and paid)
will be listed as a participant.

Prizes for 1st Place Team, 2nd Place Team,
Longest Drive & (2 ea.) Closest to the Pin

\$5 Putting Tournament

(Pay the day of the tournament)
Your putt will be taken at the turn,
between 9th and 10th hold.

Lunch provided by
Wilbert Vaults of Tennessee

Wilbert

Towhee Golf Club, Spring Hill, TN
Shotgun Start @ 8:00 AM

2023 TFDA Golf Outing

Name(s): _____
FH/ Company: _____

Send Registration and Entry Fee
(Check) payable to:
TFDA, 1616 Church Street, Nashville, TN 37203
Attention: Justin Jeffers

Entry Fee x number of golfers: _____

Preferred Foursome: 1. _____ 2. _____ 3. _____ 4. _____