



Hats off to Funeral Service



TFDA & TFSSC 2022 Convention

YOU ARE INVITED TO THE 2022
Tennessee Funeral Directors Association
And the Tennessee Funeral Supply Sales Club

119th Annual Convention
June 5 – 7, 2022
Embassy Suites Hotel, Franklin, TN

MAKE YOUR RESERVATIONS DIRECTLY TO THE HOTEL
BY PHONE (615) 515-5151 CODE: FDA
OR ONLINE AT EMABASSY SUITES HOTEL, FRANKLIN, TN

DEADLINE FOR THE TFDA ROOM BLOCK IS MAY 4TH, 2022.

Please be prepared to show your membership with your TFDA Membership Card

SUNDAY, JUNE 5, 2022



10:30 am – 11:30 am
Interfaith Service with
Bro. John Coleman
ROOM: Iris-Magnolia



12:00 pm – 2:00 pm
SEMINAR Presented by
Scott Serafin, CSRIC,
Senior Vice President -
Wealth Management, The
770 Group “Principles of
Investing”

TOPIC: The TN Master Trust and how it works for the Proposed Applicant, Funeral Home, as well as the Association.

SPONSORED BY RBC

TN State Approved for 2 CEUS

ROOM: Azalea



2:00 pm – 3:00 pm
SEMINAR
Mary Russell
Wow Them! With Service
They'll Never Forget
TN State Approved for 1
CEU
ROOM: Azalea

SPONSORED BY



3:00 pm – 4:00 pm

SEMINAR – Mary Russell – What Now? The
Virtual Reality of Funeral Service
TN State Approved for 1 CEU

SPONSORED BY MATTHEWS AURORA
FUNERAL SOLUTIONS

ROOM: Azalea

4:30 pm

Family Gathers for Memorial Service
ROOM: Cool Springs Board Room

5:00 pm – 6:00 pm

TFDA/TFSSC Memorial Service
REMEMBRANCE GIFTS SPONSORS:



MEMORIAL SERVICE VIDEO SPONSOR:



ROOM: Junior Ballroom

6:00 pm – 8:30 pm

Grand Opening Exhibit Hall
TN State Approved for 1 CEU

MONDAY, JUNE 6, 2022

9:00 am – 11:00 am

TFDA Business Meeting
TN State Approved for 2 CEUS
ROOM: Iris-Magnolia

10:00 am – 11:00 am

TFSSC Business Meeting
ROOM: Azalea



11:00 am – 1:00 pm
JOINT LUNCHEON

Presented by Mike Squires
of Southern Calls magazine
Always Follow Your Passion
“A Funeral Directors Perspective”
TN State Approved for 1 CEU
ROOM: Hickory-Maple- Oak

SPONSORED BY



1:00 pm – 3:00 pm

Exhibit Hall open
TN State Approved for 1 CEU

5:00 pm – 8:00 pm

MONDAY NIGHT LIVE
AND SILENT AUCTION
Comedian Henry Cho
ROOM: Birch-Hickory-
Maple-Oak



TUESDAY, JUNE 7, 2022



Accessorize your Evening Ensemble

Make it - Take it - Wear it

Attention Ladies of All Ages:
You are invited to a Complimentary Corsage Bar
Tuesday, June 7th 11am - 1pm
Cool Springs Board Room

If you would like a corsage to wear for the Grand Banquet's Evening of Elegance, come to the Cool Springs Board Room. Bring out your inner designer by picking your own flowers and creating your corsage.

CONVENTION GOLF TOURNAMENT

8:30 am Shot Gun Start
(Golf Packet included in Registration)

LUNCHEON SPONSORED BY

Uncompromised service. Concrete solutions.

1:00 pm – 4:00 pm

SEMINAR

Presented by Valerie Wages
TOPIC: "Perception By Your
Community is Everything in
Determining If You will be
Selected or Not"

TN State Approved for
3 CEUS

ROOM: Iris-Magnolia



SPONSORED BY HERITAGE FAMILY SERVICES

5:00 pm – 6:00 pm

Past President's Reception
ROOM: Birch- Chestnut Lobby

6:00 pm – 9:00 pm GRAND BANQUET

"An Evening of Elegance"

Honoring One of Our Own & Cash Give Away
DJ, Photo Booth, Contests - Best Hat
(Male/Female), Best Dressed Couple/Family,
Best Exhibitor Booth

- GRAND BANQUET ATTIRE IS FORMAL -

ROOM: Birch-Chestnut

DJ AND PHOTO BOOTH SPONSORED
BY ATLANTIC COAST LIFE



ABOUT THE PRESENTERS AND SPECIAL GUEST



Bro. John Coleman Convention Chaplain

Bro. John Coleman is the Senior Pastor of the New Bethlehem Baptist Church in Dyer, Tennessee since June of 2000. He has served in many levels in Southern Baptist Life and on many committees such as the Executive Board of the Tennessee Baptist Mission Board, the Education Committee, and the Strategic Relations Committee. Bro. John has also participated in Disaster Relief through the Southern Baptist Convention including chainsaw ministry, rescue and recovery from hurricanes, tornados, and ice storms. He has been actively involved in Tennessee Baptist Brick Layers for Christ, stonework, and construction of handicap ramps across West Tennessee. Bro. John has been involved in missions from the local, state, national and international level traveling to Jamaica, Canada, and Brazil.

Bro. John has been very active in the community by serving on the Ridgley Volunteer Fire Department, previously coaching and umpiring with the Cal Ripken and Babe Ruth Baseball Leagues and speaking at Fellowship of Christian Athlete events. He is an avid outdoorsman where he is passionate about crappie fishing and all types

of hunting. He also enjoys wood working and making Turkey and Duck calls.

Bro. John is a proud graduate of Huntingdon High School in Huntingdon, Tennessee and a graduate from Union University in Jackson, Tennessee. He has furthered his education with Seminary Studies from the Southern Baptist Theological Seminary in Louisville, Kentucky. Bro. John is married to his wife Denise and they have two grown children, Rachel Bearden and husband Travis and Matt Coleman and wife Rachel. He and Denise have four grandchildren, Bane, Bo, Kyleigh, and Avery who get much of Bro. John's time.

Bro. John simply loves people, and he states, "I have been blessed to work with some wonderful Funeral Homes and Directors. This is a real ministry, and it is so important." Bro. John loves Jesus and he often says, "If you don't remember me that is fine, but don't ever forget about Jesus."



**Scott Serafin, CSRIC,
Senior Vice President -
Wealth Management,
The 770 Group
"Principles of Investing"**

Seeking to deliver the highest level of financial advice and client service, Scott has a passion for his clients, their families and their financial well-being. His goal is to be their trusted advisor for the most important financial decisions in their life. Scott leads with financial planning, and he believes planning should guide investment strategies. He is diligent about understanding his clients' goals and concerns, and anticipating what risks could stand in the way of accomplishing those goals. Scott is committed to continuous education in order to provide sound advice about shifting taxes, regulations and economic conditions. While there is much more to life than money, Scott finds it rewarding to see the freedom that a sound financial plan can provide. He enjoys helping people pursue their retirement goals, send their children and grandchildren to college and build a legacy for the future. At The 770 Group, Scott works with clients to execute the financial and investment strategy

that the team crafts for them after extensive information gathering and communication. He is proud to be part of a practice that is large enough to allow each person to focus on a specific role. Scott bought his first stock, Advanced Micro Devices, at 10 years of age, after his fourth grade teacher explained compound interest. While he's not sure he understood the concept, he remembers being blown away by what a dollar could turn into if it was allowed to grow. Scott has been a Wealth Management Advisor since age 25. He began his career with Smith Barney and joined The 770 Group in 2008. Credentials that build confidence – B.S. marketing, Terry School of Business, University of Georgia – Series 7 and 63 securities licenses – Chartered Sustainable and Responsible Investment CounselorSM (CSRIC[®]) – Forbes Top 250 Next-Generation Wealth Advisors, 2020 – Forbes Best-In-State Next Generation Wealth Advisors, Georgia, 2019, 2020.

Outside the office Scott and his wife, Sabrina, are the parents of two children, Perri and Jack. Scott coaches youth basketball, and is an active golfer and soccer player. He enjoys fishing, sports, travel and reading. But Scott's favorite thing to do is be a dad.



**Mary Russell
Professional Development
Director - Matthews
Aurora Funeral Solutions**

"Our goal for each seminar is simple – to delight, inspire and transform. We challenge funeral directors to adapt to the changing marketplace; we share best practices rooted in professional excellence and high standards; and it absolutely has to be fun!" Mary is a highly regarded professional with 30+ years of experience in training and marketing in funeral service and non-profit organizations. As Professional Development Director for Matthews Aurora, she leads funeral directors through innovative seminars and creates learning through engaging discussion. Mary joined Matthews Aurora in 2016 after a decade-long dedication to character-building in the Cincinnati area. She also

helped establish a charitable foundation to support hospice care for children. Her first exposure to funeral service began early in her career where she produced grief support resources, helped roll out cremation products and became a sought-after speaker, delivering hundreds of presentations in the U.S., Canada, and Australia. Mary is a graduate of the Kelley School of Business at Indiana University and serves on the Board of the Character Council of Greater Cincinnati. She resides in Lawrenceburg, Indiana with her husband Mike.



**Mike Squires CFSP, CCO
Publisher & Editor, Southern
Calls Magazine**

Mike Squires' career in funeral service has spanned five decades, from the earliest days at a funeral home in rural South Carolina to managing South

Carolina's state association for 19 years. In between, Squires served families at McEwen Funeral Service in Charlotte – one of the largest firms in North Carolina – and was vice president and general manager of Wilson Funeral Service, also in Charlotte.

In 2013 Mike created and founded Southern Calls, a southern publication with a national audience. A licensed funeral director, Squires resides in Mt. Pleasant, South Carolina with his wife Gloria.



**Valerie Wages
HERITAGE FAMILY
SERVICES**

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 care profession for her passion 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.

She received her 40 years Achievement Award from the Georgia Funeral Directors Association on June 6, 2018. Valerie resides in Lawrenceville, Georgia where she still sees families that ask for her at Tom M. Wages Funeral Service in Lawrenceville and Snellville, Georgia, as well as speaking at various seminars and conventions.





Henry Cho appeared on many television shows in the late 1980s and early 1990s, including The Arsenio Hall Show, Bob Hope's Young Comedians Special, MTV's 1/2 Hour Comedy Hour and VH-1's Stand-Up Spot-

light. His other TV credits include guest roles on various sitcoms such as Designing Women, Lenny, The New WKRP in Cincinnati and a starring role in the TV movie Revenge of the Nerds III: The Next Generation. In 1994, after he moved back to Tennessee, Cho got a call from NBC to host a revamped version of Friday Night Videos titled Friday Night. For two years, he commuted to Los Angeles weekly. More recently he appeared on The Tonight Show with Jay Leno and The Late Late Show with Craig Ferguson. He was also the keynote speaker for the 59th Annual Radio and Television Correspondents' Dinner. Cho is well-known as a "clean" comedian, forgoing profanity and objectionable material,[3] and has sometimes been referred to as "Mr. Clean".

He has appeared in three feature films. In 1997, he starred opposite Tom Arnold and David Alan Grier in McHale's Navy. In 2001, he appeared in the Farrelly Brothers' movie Say It Isn't So with Heather Graham and Chris Klein. Most recently, in 2006, he appeared in Material Girls starring Hilary and Haylie Duff.

During the holiday seasons of 2003 and 2004, Cho toured the U.S. with Amy Grant and Vince Gill, appearing live during the couple's show.

In 2006, he had his own Comedy Central special entitled Henry Cho: What's That Clickin' Noise? in which Jeff Foxworthy, Bill Engvall, and Larry the Cable Guy were special guest voices in the opening scene.

In 2007, he signed a deal with Touchstone Pictures and ABC to write, produce, and star in a television situation comedy series centered on Korean-Americans living in the South. In 2009 he inked a deal with CBS/Paramount to write, produce and star in another sitcom with Craig Ferguson as executive producer. In 2011 Henry had a special/pilot "The Henry Cho Show" on Great American Country (GAC).

LIVE AND SILENT AUCTION

Each year the TFDA Governmental Affairs Committee presents the TFDA PAC Silent and Live Auction. This is a wonderful way for your company to not only show support, but also promote your company! Simple ways you can show your support.

THEMED BASKETS:

- Bring small items together to make a nice basket. For example, a spa-themed basket might include aroma therapy candles, lotion, bath salts and a gift certificate for a massage.
- A pet care themed basket could include biscuits, toys and bones.
- Use a large popcorn bowl for the container of a movie themed basket, popcorn, DVD's or a gift certificate for movie rentals.

GIFT CERTIFICATES:

- Gift certificates are a great silent auction item. When asking for a donation of goods or gift certificates, tell themanager about the cause.

Services like massage therapy are popular, as well as gift certificates for restaurants, tires, groceries and liquor. Auction – goers will love that they can help while getting something practical in return.

BIG TICKET ITEMS:

- Larger donations are great silent auction items and can bring in serious money for a fund-raising event. The tickets to events, like concerts, sports or festivals pique the interest auction goers and are very popular items. Vacations, airline tickets or time shares are also good big-ticket items.

Be creative, what would you like to donate?

We are very excited about this year's Silent and Live Auction being even a larger success than last year!

Sincerely,

Eric Carpenter

TFDA Auction Committee

(423) 736-3473

eric.carpenter@charter.net

2022 TFDA/TFSSC 119th Annual Convention

June 5 – 7, 2022

Embassy Suites Hotel, Franklin, TN

Pre-Registration must be received by the TFDA office not later than THURSDAY, JUNE 2, 2022

Fax (615) 321-8792 • 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 2, 2022	After June 2, 2022	Non-Member Price
_____ One Individual Complete Packet	\$225.00	\$255.00	\$350.00
Includes: Interfaith Service; Memorial Service; SEMINAR: Scott Serafin, (2CEUS); SEMINARS: Mary Russell, Two Seminars (2CEUS) Exhibit Hall (1CEU); TFDA Business Meeting (2CEUS); Joint Luncheon (1CEU); Monday Night Event w/Comedian: Henry Cho; Live & Silent Auction; SEMINAR: Valerie Wages (3CEUS); Grand Banquet, Dinner & Dancing (Black Tie w/hat)			

_____ One Couple Complete Packet	\$450.00	\$510.00	\$700.00
Includes for Two: Interfaith Service; Memorial Service; SEMINAR: Scott Serafin, (2CEUS); SEMINARS: Mary Russell, Two Seminars (2CEUS) Exhibit Hall (1CEU); TFDA Business Meeting (2CEUS); Joint Luncheon (1CEU); Monday Night Event w/Comedian: Henry Cho; Live & Silent Auction SEMINAR: Valerie Wages (3CEUS); Grand Banquet with Dinner & Dancing (Black Tie w/hat)			

Individual Events:

_____ Registration	\$50.00	\$50.00	\$100.00
(Includes: Interfaith Service; Memorial Service; SEMINAR: Scott Serafin, (2CEUS); SEMINARS: Mary Russell, Two Seminars (2CEUS) Exhibit Hall (1CEU); TFDA Business Meeting (2 CEU); SEMINAR: Valerie Wages (3CEUS)			
_____ Joint Luncheon (1CEU)	\$40.00	\$50.00	\$80.00
_____ Monday Night Event with dinner & Comedian: Henry Cho; Auction	\$60.00	\$70.00	\$120.00
_____ Grand Banquet with Dinner & Dancing	\$75.00	\$85.00	\$150.00

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 4TH, 2022. CONTACT THE EMBASSY SUITES HOTEL, FRANKLIN, TN BY PHONE (615) 515-5151 CODE: FDA. BE SURE TO INFORM THE HOTEL YOU ARE THE WITH THE TFDA CONVENTION GROUP.

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 \$169.00 per night.
TFDA WILL LOSE THE ROOM BLOCK OF ROOMS MAY 4TH, 2022.
Make your room reservations directly to the hotel at (615) 515-5151 CODE: FDA**

2022 TFSSC / TFDA Golf Tournament

**Tuesday
June 7th
2022**



Franklin Bridge Golf Club

(formerly Forrest Crossing)
750 Riverview Drive • Franklin, TN 37064
(615) 794-9400

\$60 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.

RSVP at tfssc1@aol.com

Lunch provided by
Wilbert Vaults of Tennessee

**Franklin Bridge Golf Club, Franklin, TN
Shotgun Start @ 8:30 AM**

2022 TFDA & TFSSC Golf Outing

Name(s): _____

FH/ Company: _____

Entry Fee x number of golfers: _____

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

Send Registration and Entry Fee

(Check) payable to:

TFSSC

PO Box 100267

Nashville, TN 37224-2267

2022 SPONSORS AND EXHIBITORS

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INVESTORS HERITAGE LIFE

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GOLF TOURNAMENT LUNCHEON

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VALERIE WAGES

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DIRECTORS ASSOCIATION

EXHIBITORS

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American Foundation for Suicide Prevention

ATLANTIC COAST

Batesville Casket Company
C & J Financial
CCP Industries
Clark Grave Vault

DIRECTOR'S ANSWERING SERVICE

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Express Funeral Funding
Federated Insurance
Funeral Directors Life (FDLIC)
GENESIS WHOLE BODY DONATIONS FOUNDATION
GREAT WESTERN INSURANCE COMPANY
HOMESTEADERS LIFE COMPANY
INVESTORS HERITAGE

Legacy Touch

MATTHEWS AURORA FUNERAL SOLUTIONS
MESSENGER, LLC/BASS-MOLLETT

Mid-South Mortuary Service
NATIONAL FUNERAL DIRECTORS ASSOCIATION

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Tennessee Donor Services

TUKIOS

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WILBERT VAULTS OF TENNESSEE

Yarbrough Mortuary Service

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, SUNDAY, JUNE 5, 2022.

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