

THE THANA GRAM

New Year's 2021

Official Publication of the Tennessee Funeral Directors Association, Inc.

President's Message

Randy Nash • TFDA Board of Directors



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Greetings Fellow Funeral Professionals,

I sincerely hope this finds you well and that your new year is off to a great start! I know that these continuing to be trying times, but it is reassuring to me to know that there are funeral professionals in this state continuing to make a difference in people's lives every day.

It is with great excitement to announce that we will be having district meetings this Spring! TFDA Spring District Meetings are always a great time to network and connect with folks across the state and hear what is happening in our great association. Those dates are still going to be finalized but we are looking at being in East, Middle and West Tennessee in April!

Also, it is my honor and privilege to announce that we will be having our TFDA/TFSSC annual convention this summer at the Embassy Suites Hotel and Convention Center in Franklin, TN. The dates for the convention are June 20-22, 2021. With all the changes in the past year it is exciting to me that we will finally be able to get back to things as normal, even if it is the "new" normal. No doubt that there will be social distancing guidelines to follow but at least we will be able to be together. Be on the lookout in the coming weeks for more information as our Convention Planning Committee is hard at work on a theme and planning some exciting presentations and events.

Finally, I wanted to say a quick word about our TFDA Master Trust. It is up, running and very active. I encourage you to contact the TFDA office to get signed up and start contributing. For those of you who already have a trust, you can transfer it to the master trust if you so wish!

As always, thank you all for what you do every day for the families of our great state. It is truly an honor to serve as president of this great association. Please know if you need us that we are here for you anytime.

Yours in Service Always,
Randy Nash
TFDA President

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ASSOCIATION

The Tennessee Funeral Directors Association Board of Directors and Staff are here for you.

Our Mission:

To be the Tennessee Funeral Professional leadership advocate, through communication, education and legislation, thereby empowering the licensed funeral professional the ability to serve at the highest level.



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Covid-19 Update

To All TFDA Members:

TFDA has just received the following update on the COVID-19 virus vaccine distribution.

Due largely in part to TFDA efforts, the TN State Health Department has reclassified funeral personnel and mortuary workers, with direct decedent contact, to be included in Phase 1 of the TN COVID-19 virus vaccination plan. Phase 1 is currently in progress. The complete announcement is displayed below.

Please contact your local health department for details to be placed on the vaccination schedule details on how to receive the COVID-19 vaccination.

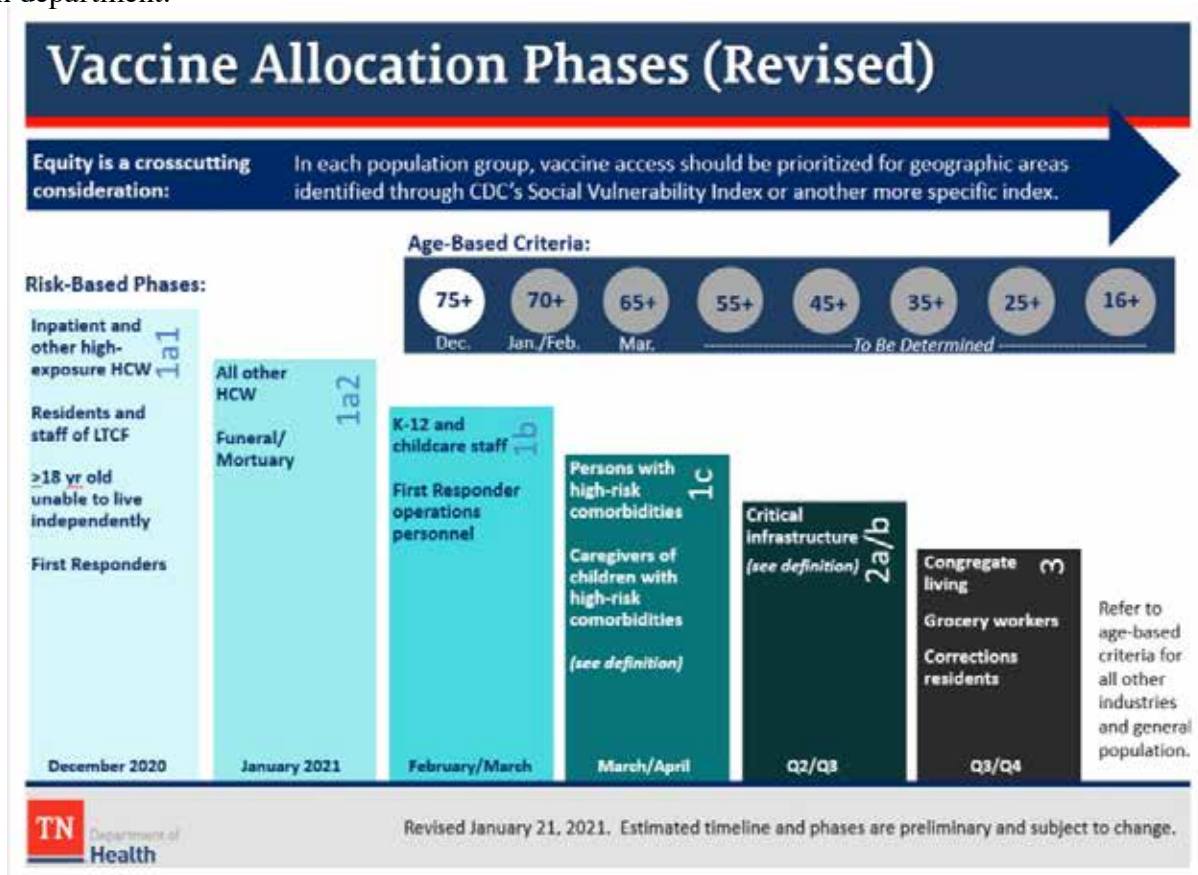
Should you have any questions, or need further information, please contact the TFDA office.

Health Stakeholders and Partners,

The Tennessee Department of Health has updated the Tennessee COVID-19 Vaccination Plan based on new recommendations from the Advisory Committee on Immunization Practices and discussions with Tennessee's Unified Command Group and a stakeholder group of more than 30 partner agencies and organizations. The plan is available online at www.tn.gov/content/dam/tn/health/documents/cedep/novel-coronavirus/COVID-19_Vaccination_Plan.pdf.

Tennessee's allocation plan prioritizes those most at risk of illness and death from COVID-19 as well as critical infrastructure workers who have direct public exposure or work in environments posing a higher risk of exposure to COVID-19 based on Tennessee data. Equity remains a crosscutting consideration of Tennessee's plan, with attention given to ensure unlicensed health care workers, low wage earners and those with limited access to health care resources will have access to vaccination.

It is important to note Tennessee counties may progress through phases at different times, depending on supply of the COVID-19 vaccines and demand for them. To learn what phase your county is in, visit www.tn.gov/content/dam/tn/health/documents/cedep/novel-coronavirus/CountyPhaseStatus.pdf or call your local county health department.



Tennessee is now in Phase 1a, which is subdivided into two phases: Phase 1a1 for in-patient health care providers, first responders with direct exposure to the public and staff members and residents of long-term care facilities, and Phase 1a2 for those primarily working in outpatient health care settings. Those qualifying for vaccination in Phase 1a may be

offered vaccine by their employer, through their local health department or through a partnering hospital.

Most staff members and residents of long-term care facilities will be provided vaccinations through the federal partnership with Walgreens and CVS, in partnership with a local pharmacy or via TDH vaccination strike teams. Staff and families of long term care facilities should contact those facilities with questions regarding their plan for vaccination. TDH is advising Phase 1a1 and 1a2 individuals to check with their employer or contact their local health department for more information about where and when they may receive vaccination.

Tennessee is also beginning age-based vaccination in ten-year age brackets, starting with those aged 75 and above.

TDH provides answers to frequently asked questions about COVID-19 vaccination at <https://covid19.tn.gov/data/faqs/>. As a reminder, TDH hosts a webinar every Friday from noon-1 p.m. Central time as an opportunity for health care providers to submit questions that are answered by the immunization program team. Learn more and register for the January 8th webinar at www.tn.gov/content/tn/health/cedep/ncov/covid-19-webinars.html. Medical offices wishing to provide COVID-19 vaccines to patients and/or the public may begin the onboarding process by completing the CDC's Provider Agreement and Profile, found on our vaccine resources page for providers: COVID-19 Vaccine Information for Healthcare Providers (tn.gov).

As a health care worker, you have been critical to caring for all Tennesseans affected by COVID-19. For that, we are all deeply grateful. If you are in phase 1a1 or 1a2, please reach out to your county health department to coordinate vaccination as soon as your county enters the corresponding phase. Your protection is our priority.

Best regards,



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TFDA would like to say a special thank you to the Government Affairs Committee, Brad Ridgeway, Brent McNeeley, Chris Christian, Dale Layne, David Murphy, Fred Berry, Jack Farrar, Jacky Carver, Jill Horner, Justin Jeffers, Pam Stephens, Phylis Odom and Steve Spann, for all their time and efforts in effectively moving forward legislatively.

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Mike Blair (615) 308-7811
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I've been with Matthews Aurora for 22 years and a Funeral Director/Embalmer for 32 years. My travels include most of middle and west Tennessee and Western KY. Served as Past President of the Tennessee Funeral Supply Sales Club. Reda and I have a son, Brandon and we call Franklin, TN home.



David Frye (812) 584-0146
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Regional Sales Director with over 15 years in leadership roles, most recently, the past year with Matthews Aurora. Cincinnati is my home where I live with my wife Amy and my triplet sons - Tucker, Tanner and Tyler.



Daniel Pierce

I have been a Funeral Service Consultant with Matthews Aurora serving East Tennessee since August 2019, prior to that I served 2 years as an apprentice in the funeral service industry. I attended Tennessee Technological University, playing football and graduating with a degree in Business Management. My wife Cara and daughter Ruby and I currently reside in Cleveland, TN.



Tim Kalthoff (865) 567-0188
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Funeral Service Consultant with Matthews Aurora since 2006 and in the funeral service industry since 1985. I travel east and middle Tennessee territory and have served as Past President for the Tennessee Funeral Supply Sales Club. I live in Knoxville and Franklin and married to Pam, Funeral Director and Past President of Tennessee Funeral Directors Association. We have a blended family of six children and seven grandchildren.



Max Miller (618) 55-4367
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I have been a Funeral Service Consultant with Matthews Aurora for 26 years. Prior to that, I was a licensed Funeral Director/Embalmer for 25 years. I travel West Tennessee, North Mississippi and Southern Illinois for Matthews Aurora and reside in Anna, IL, with my wife Janis.



Tripp Byrd (901) 652-0977
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I've been with Matthews Aurora since 1996, I started with a Regional Company called West Point. My travels include West Tennessee, North Mississippi and North Eastern Arkansas. I also served as Past President of the Tennessee Funeral Supply Sales Club. I live in Arlington, Tennessee with my wife Judy.

★ ★ ★
HAPPY
NEW YEAR
2021

Dear TFDA Members,

TFDA has received several calls regarding recent cremation permit requirement changes: Gaining access to actual cremation permit being very popular. TFDA has been working with the TN Department of Health to implement these changes as smoothly as possible.

Many callers were unaware populated cremation permits can be printed directly from VIRISM. Ms. Kathy Seelye, VIRISM Registration Unit Manager and Clinical Application Coordinator, has created a cremation permit printing guide to help with this process.

TFDA would like to thank Ms. Seelye and the entire VIRISM team for their cooperation and support making this process expedient.

Should you have any questions please contact the TFDA office.

Printing Cremation Permits from VRISM

1. Log in to your VRISM account
2. Follow the path: MAIN > DEATH > PRINT > CREMATION PERMIT

Main - Death - Print

Funeral Home Copy | Drop To Paper | Transit/Disposition Permit | **Cremation Permit** | Burial/Interment Permit | Blank Forms

3. Search for the decedent's record

Main - Death - Print - Search Criteria

Decedent's Name

First Name
Last Name
Middle Name
Suffix

Decedent's Date of Birth

Decedent's Date of Death

Decedent's Social Security Number

Date of Death

Date of death (mm/dd/yyyy)

Month
Day
Year

Month and Year of Death

Month
Year

Date of Birth

Month
Day
Year

Location of Death

Country (dropdown)
State (dropdown)
County (dropdown)
City (text)

Search Cancel

4. On the right side, Click Details

Main - Death - Print - Cremation Permit

Records List (Showing 1 - 1 of 1 records)

Last Name	First Name	Middle Name	AKA	Date of Death	Mother/Middle Name	Father/Last Name	County	SSN	Cert. Indicator	Status	Details
TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	Details

Cancel

5. You will now be in the record. Scroll to the bottom and click Continue

Continue Cancel

6. Click Generate Document

Main Menu Generate Document Repeat Tool

7. This will open the PDF with the Decedent's information prepopulated.
8. To print, select File, then Print on the drop-down menu. Select Print on the bottom right of the pop-up screen.

For additional information or question, contact the VRISM Helpdesk at 855-874-7686 or health.vrism@tn.gov

6 Ways For Funeral Homes To Connect With The Community

by Tommy Heigh

June 21, 2019

Reprinted with permission from FrontRunner Professional

A funeral home is a place for the community to gather, celebrate, and remember a life well lived. Funeral services don't have to be the only time you connect with people though.

As a funeral director, your first priority is to serve families and help them in their time of need. For many funeral directors though, this trait doesn't go away when you leave the funeral home. Many family members of funeral directors often share stories about how they're always going out of the way to help others whenever the opportunity arises. They're walking through a restaurant and see a rug is bunched up, they stop to fix it. An elderly woman is struggling to load her groceries in the car, they put them in the trunk for her.

Helping your community is just an extension of helping families. There are plenty of opportunities for your funeral home to get involved with your community and help others. Community involvement not only benefits others but also creates a positive image for your funeral home and gives you the opportunity to network and establish pre-need leads.

Today we'll look at 6 ways that you can get involved with your community.

Serve on a Community Board

By serving on a community board, you can network with other business professionals in your area and put yourself in front of the consumers in your community. Serving on a board shows that you care about bettering the community you live in and want to help your neighbors. Many cities offer several boards that aim to serve different causes and concerns related to community improvement and wellbeing. School boards, downtown business development, city council, and rotary clubs are all examples of boards in your area that could benefit from your service.

The great thing about many of these boards is that they are often led by influential people in your area. By aligning your funeral home with these people of influence, you will gain authority and credibility which could lead to more people becoming familiar with your firm and services.

Show Your Community What Happens Behind The Scenes

People are curious by nature. A great way to connect with people is by showing them behind the scenes. Offer tours of your facility including the prep room. This gives you a chance to answer any questions people might have and educate them about how your funeral home can assist them. There are plenty of ways to show people behind the scenes. You can record a video tour of your facilities and walk people through the different areas of your funeral home. Another option is hold an open house and have staff provide guided tours. Both options let you showcase your facilities and what sets your firm apart from others.

Participate in Community Events

In almost every community, there are events throughout the year for various causes and celebrations. Participating in these events is a great way to get your funeral home out there and interact with people in your community. If you set up a table or booth at the event, you can interact with people as they walk by and introduce them to services you offer. Often people are moving from booth to booth quickly so try to collect some sort of information to follow up with the person later.

Giving away free promotional gear is an excellent way to attract people to your booth. The giveaway doesn't have to be anything big either, something simple like a water bottle or free food/drinks is a something small people can grab while passing by.

A larger giveaway can also serve as a way to gather contact information. To enter people for the draw, you can collect contact information like an email address and have them opt in for communication. Once you have that you can begin sending newsletters and other forms of communication to keep them up to date with your funeral home and what you have to offer them. Keep in mind though, that some people may just enter to win a prize. Don't think of your contest entrants as leads but rather people you've connected with and can hopefully turn into a lead down the road.

Share Helpful Content Online

By posting engaging content online, you can help entertain and educate consumers in your area. In today's "Google It" society, everyone goes online when they need to find out information. If people in your community want information about funeral services and pre-planning, consider posting and sharing content to help educate them. Think about it, if you become the go-to source for information about funerals, grief, and end of life resources, a family will most likely come to you when it's time to arrange a service for their loved one.

Thought leadership is also a great way to subtly promote your own services. If people are turning to you for information, you can highlight services you offer and how they can benefit people. If you want to boost your number of pre-arrangement clients, consider posting about the benefits of pre-arranging a service.

ObitTree.com is an excellent resource to find helpful articles and blog posts you can share on your social media channels for families in your community.

Host Events

One of the best ways to connect with those in your area is by hosting events at your funeral home. As mentioned earlier, opening your space to the community allows people to walk through your funeral home and see how beautiful the facilities are. It also allows you the opportunity to promote features of the space and talk to people about how they can utilize it if they want to host a service or event. If your funeral home holds a liquor license, hosting a community event is a great way to promote this unique feature to those in your community.

The options are endless for the types of events you can hold at your funeral home. Some great examples are holiday celebrations, concerts, guest speakers, grief support workshops, local business meetings, and company parties.

Partner With Other Professionals

Before a family comes to you for a funeral service, think about all the other local professionals and groups they deal with. By networking with these groups and forming relationships, you can create a referral resource to direct people to your funeral home. If there is a local business community for end-of-life care professionals in your area, you should join this group and begin networking within it.

Does a local grief support group need a space to meet? Offer your funeral home as a space for them to gather for meetings. By supporting others in your community, you can increase the chances of connecting with people who will come to you when they need your services.

Want To Find Out More Ways To Connect With Families?

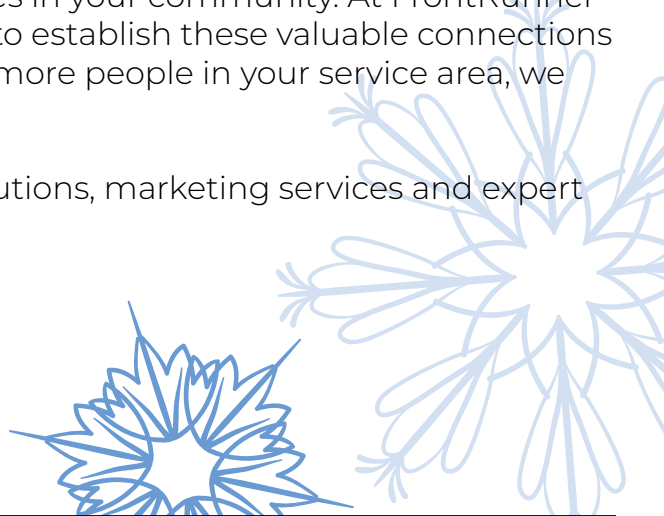
We understand how important it is to connect with families in your community. At FrontRunner we are dedicated to making it easy for your funeral home to establish these valuable connections in a variety of ways. If you want to get your firm in front of more people in your service area, we would love to help.

Contact us at any time to find out how our technology solutions, marketing services and expert team can take your funeral home where you want to go.



Tommy Heigh

Tommy holds a Communications degree from Laurentian University and an Integrated Marketing Communications Graduate Certificate from St. Lawrence College. He is a Content Marketing Specialist at FrontRunner and focuses on producing engaging content that funeral homes can use to connect with families. In addition, Tommy crafts SEO content for clients and specializes in helping the general public connect with the death care industry as a whole.



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TFDA is pleased to announce the Tennessee Preneed Funeral Trust Fund is now operational. TFDA members now have a funding option when preneed opportunities arise, Investors Life for insurance funding, and TFDA Preneed Trust to fulfill trusting needs.

The Tennessee Preneed Funeral Trust Fund is a secure pooled trust comprised from TFDA member funeral establishments. Any TFDA member firm may participate in the Trust. Participation in the trust allows TFDA members the ability to deposit funds for an intended funeral beneficiary's preneed arrangement ensuring compliance with all preneed laws and regulations. Those funds earn competitive rates of interest and can be accessed quickly when a funeral becomes at-need.

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We would also like to remind everyone of our recommendation of Investors Heritage Life Insurance Company for all your preneed insurance needs. TFDA, through Tennessee Funeral Security, Inc. began this affiliation in 2017 and it has been an absolute delight working with these fine folks. We hope this relationship will remain for many years,

Investors Heritage has been assisting funeral professionals with insurance funded preneed since the 1980's. And, Investors Heritage has not stopped increasing products and compounding services since. their products, and compounded services been compounding and increasing their product offering since then.

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**Taryn Closen
Nashville, Tennessee**

**William Blake Cobb
Blue Ridge, Georgia**

**Jennifer Gasperson
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**Morgan Henderson
Cookeville, Tennessee**

**Travis Howell
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Obituaries



James William “Jim” Edwards, licenced funeral director and employed by Shackelford Funeral Directors for 20 years.

James William “Jim” Edwards went home to his Lord on December 30, 2020.

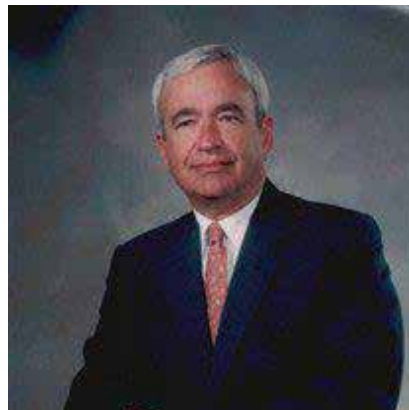
He died at his residence in Bolivar, TN. Jim was dearly loved and will

be deeply missed by all who knew him.

He was born in Greenfield, TN and raised in a Christian home by his parents in Sharon, TN. Jim was preceded in death by his father Charles M. Edwards, Jr. Those left to cherish his memory are his mother Aileen Edwards of Sharon, a brother John T. (Marilyn) Edwards of Knoxville, TN; two nephews, Michael Edwards (Gina) of Naples, FL. and Ryan Edwards of Lenoir City, TN; and a niece Melissa Cate of Knoxville, TN. He had such love for those three and his great-nephews Mark Edwards, of Naples, FL, Jonathan William Cate (named after Jim) of Knoxville, TN and a great-niece Sydney Edwards of Naples, FL.

Jim was a licensed mortician and funeral director, a graduate of Westview High School where he played football, basketball and baseball, of the University of Tennessee Martin, where he was a catcher on the baseball team, and of Gupton-Jones Mortuary school in Atlanta, Georgia. Jim was an avid St. Louis Cardinal baseball fan and of the Big Orange, across the board. He also enjoyed fishing, golf, and cooking, earning the family title of “master griller.” He was a steady donor to LifeLine Blood Services. His love and devotion to his mother was beyond exemplary. His attention to her did not go unnoticed while being admired and respected by so many. Jim was a long-time employee of Shackelford Funeral Directors in Bolivar, TN.

Memorials may be sent to the
Youth Fund
%First Baptist Church
PO Box 96
Sharon, TN 38255



David W. Akard, Jr., is the father of David Akard, III, Rep for Investors Heritage Life Insurance Company, a TFDA Endorsed company.

It is with heartfelt sadness that our loving husband, father, grandfather and leader, David W. Akard, Jr. has passed away on Tuesday, January

5, 2021 after a brief illness surrounded by his family. Due to COVID-19, services will be private.

Thank you everyone for the prayers and support, especially the 3rd Floor Nurses and Staff for the tremendous support and care provided to David during his stay.

II Timothy 4:7

I have fought a good fight, I have finished my course, I have kept the faith.



Polly McCosh Click - age 90 of Lenoir City passed away January 20, 2021. Polly and her husband, Glenn founded Click Funeral Home in 1965, which is still Click family owned and operated after more than 50 years. She was a member of Central United Methodist Church. Polly was also a member of the Pilot Club of Lenoir City, Chapter #188 of Eastern Star, and the

East Tennessee Doll Collectors. In 1992, Polly was named First Lady of Loudon County. She also served as a volunteer at Ft. Loudoun Medical Center and was instrumental in installing and training the Lifeline program for many years.

Preceded in death by her husband, Glenn D. Click; son, Stevie Click; parents, Clifford & Nettie Kennedy McCosh; sister, Maryann Stillwell Hamilton; brothers, Farrell, Raymond and Wendell McCosh.

Survivors include her children and spouses: Glenda and Dewayne McNabb; Rev. Edward and Bobbye Click, Larry and Jan Click, Tim and Karen Click; grandchildren: Missy Mason (Matt), Chris Click (Dawn), Betsy Junot (Jason), Dr.

Rachel Wilson (Davy), Farrell Click (Hemal), Jordan McNabb (Mindi), Josh McNabb, Jason Click, Emmah Click and Atley Click; great-grandchildren: Cory Mason (Molly), Kaitlyn Hardin (Tyler), Noah Mason, Reese Wilson, Clara Grace Wilson, Katheryn Wilson, Hunter Click, Gracie Click, Jackson Junot, Layla Click, and Lennon Click; great-great-grandchild, Kyleigh Hardin; sisters and brothers-in-law, Margaret and O. B. Cobble, Joyce Burns, Pat and Bobby Mullis; brother and sister-in-law, Doug and Nancy McCosh; sisters-in-law, Ouida Click and Edith McCosh; and brother-in-law and sister-in-law, Tom and Helen Click.

The family would like to express a special thank you to her care giver, Katarina for all her love and care.

In lieu of flowers, memorials may be made to Central United Methodist Church, 301 Hickory Creek Road, Lenoir City, TN 37771 or to the charity of your choice. Click Funeral Home, 109 Walnut Street, Lenoir City is in charge of arrangements. clickfuneralhome.com



McMinnville, TN resident and Warren County, TN native **Becky West**, age 63, was born July 18, 1957 and died January 27, 2021 following an extended illness.

A Christian, retired Secretary from H&W Tom's Distributing, and Clerk with Riverside Grocery, she was the daughter

of the late Luther Davis and Betty Sue Warren West.

Ms. West is survived by son and daughter-in-law, Brandon and Mandy Harris of McMinnville, TN; daughter, Mica Bouldin; three grandsons, Austin Harris, Gage Harris, and Tyson Winfrey; two brothers and sister-in-law, Steve and Sharon West and Mark West, all of McMinnville, TN; nephew, Chad West (Melissa Pleasant) of McMinnville, TN; special great-niece, Savannah West; and many other family and special friends also survive.



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