

Official Publication of the Tennessee Funeral Directors Association, Inc.

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Greetings fellow TFDA members!

As we transition from Summer to Fall, we have had an opportunity to celebrate a great event, in the form of the 2024 Paris Olympics and Paralympics. These games are most often an opportunity to cheer on individuals in their respective contests and to also to hear about their backstories and accomplishments. If you are like me, these stories really draw you into the games. We as local funeral service providers "Go for the Gold" with every family that we serve and have our own story of why we chose this great profession and the stories of our local firms' history.



As Fall approaches.....It's Football Time In Tennessee!! Whether you prefer Friday night lights in your hometown, Saturdays on your favorite campus or Sundays in Nashville, football brings people together in ways that few other things can. We have our favorite players and love to see them succeed, but without the other ten players on the field, that would not be possible. Just like in the game of football, we as individual directors and firms cannot succeed without the support of others. How often do we have a family to serve that is located across the state or we need information on a local cemetery a few counties away or a residence call that needs prompt attention in a city outside our service area? These are the times that it is invaluable to be able to call someone personally for assistance and not just Google a local contact. This is where TEAM TFDA comes into play. Through the District Meetings and TFDA Convention, we all have opportunities to make contacts across the state and build relationships on a personal level. That is one of the greatest benefits that I find through my involvement in TFDA. I hope that each of you have this as well.

As the desires and needs of families are changing and our society is more spread-out, having a team of contacts helps us to provide the best service possible. It is my belief that our association is the basis of building those relationships and I want to continue to take advantage of that.

GO TEAM TFDA!!

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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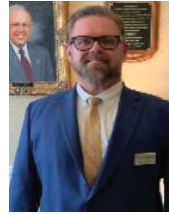
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Training and Selecting Therapy Dogs for Funeral Homes



As far back as the 1700's, dogs have been used in therapeutic settings to provide comfort. In the 1970's, several national therapy dog organizations emerged in the United States. These organizations registered handler and therapy dog teams who most often volunteered in nursing homes and facilities for people with developmental disabilities.

Over the past few decades, the world of therapy dogs has evolved and dogs now visit a wide variety of settings. One of the most recent developments is the use of therapy dogs in funeral homes, where dogs provide comfort to people who are grieving. An increasing number of funeral directors are recognizing that therapy dogs provide comfort and unconditional love to those who are attending funerals. Jessica Koth, the spokeswoman for the National Funeral Directors Association, confirmed that therapy dogs at funeral homes are on the rise.

Screening and Training a Funeral Home Therapy Dog

A funeral is no place for an active, exuberant dog. Overall, therapy dogs at funeral homes should be confident, but quiet and calm.

The dog should be trained on basic skills such as those on AKC's 10-step Canine Good Citizen test. Some of these skills include tolerating petting by a friendly stranger, sit, down, come, and stay.

As with all therapy dogs, there should be an assessment of therapy-specific skills that go beyond CGC. For funeral homes, "beyond CGC" means dogs are trained on behaviors that are unique to funerals, memorial services, or funeral visitations.

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AKC Therapy Dog Program

Checklist for therapy dogs that work at funerals:

1. Shows no signs of stress (e.g., panting, pacing, excessive shedding, shivering)
2. Tolerates extended petting (beyond CGC)
3. Stays in place for petting (visiting with a friendly stranger)
4. Sit stay or down stay as needed (time extended beyond CGC)
5. Small dog- allows holding or sits on someone's lap or beside them
6. Consoling posture (e.g., places head on lap/knee)
7. Follows directions to "go see" or works the room and does this naturally
8. Works off-leash when appropriate
9. Works on-leash when appropriate
10. Works 20-minutes at a visitation, funeral or memorial service



Therapy dogs for funeral homes are most often owned by the funeral home director or another staff member. However, it is possible for a funeral home to team with a local therapy dog volunteer and have that person and dog team present at funerals when the family has requested a therapy dog.

When considering a funeral home therapy dog, remember that not everyone wants a dog, even if it is a therapy dog, at an occasion as solemn as a funeral. If the family wishes to have a dog present, there should be consideration for guests who may be afraid of dogs or have allergies. To ensure that everyone is comfortable, funeral directors can follow a few simple steps:

1. Ask the family if they would like to have a therapy dog present.
2. Determine if the dog should be at the visitation, funeral or memorial service.
3. Ask if there is anyone in the family with allergies, fears related to dogs.
4. Take the guests into account. A small sign with a photo of the dog could be posted near the entrance with words such as, "At the family's request, a therapy dog is present today. Please let (the funeral home) know if you are not comfortable with dogs."
5. Depending on the number of guests and format, determine if the dog will be on-leash or off-leash.
6. If the dog will remain on-leash, decide who the dog will be taken to for visiting, or will it stay in a specified area?
7. If the dog is not owned by the funeral home and belongs to a visiting volunteer, brief the volunteer in advance regarding where the dog should be taken when it needs a break, the area outside where dog should be taken to relieve itself, etc.

Families who are attending funerals are often grieving and in emotional pain. A therapy dog can provide some comfort during this difficult time.

Dr. Mary Burch is the director of the AKC Family Dog division of which the AKC Therapy Dog Program is a part. Dr. Burch is regarded as a national expert on the topic of therapy dogs.

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Obituaries



MRS. FLOSSIE RHODES

We just received information regarding the death of Flossie Rhodes, mother, and mother-in-law of Nanette Cook and Danny Cook, 2014 – 15 TFDA President.

Flossie Rhodes, devout christian, beloved wife, mother, and grandmother, passed away peacefully on June 20, 2024 at the age of 93.

She was born February 19, 1931 in Ridgely, TN to Rev. C.L. and Hattie Long. Known for always caring for others with a sweet, gentle spirit, Flossie brought joy to everyone around her. She loved reading, gardening, and cooking for her cherished family. Her home served as a gathering place filled with love and laughter. An active member of First Baptist Church, Tiptonville for 72 years, she served on various committees as well as delivered weekly recordings of the sermons to the homebound members.

Survivors include her two daughters, Debbie Earhart and husband, David, of Collierville, TN and Nanette Cook and husband, Danny, of Tiptonville, TN; a son, Sam Rhodes and wife, Kelly, of Collierville, TN; eight grandchildren, Courtney Cowles Watkins, Lance Cowles (Catherine), Lauren McLemore (Corey), Drew Cook (JoBeth), Allison Rogers (Chris), Olivia Busby (Alex), Max Rhodes, Brad Earhart (Carrie); and fifteen great-grandchildren.

In addition to her parents, Flossie was preceded in death by her husband, Melvin Rhodes; three brothers, William Henry “Jack” Long, Johnny Clyde Long and James Yarbrow; four sisters, Margaret Lucille Barnes, Ethel Hogue Hicks, Clara Porter and Hazel Long; and a niece whom she raised, Carol Long Burns.

Serving as pallbearers will be Lance Cowles, Drew Cook, Max Rhodes, Corey McLemore, Chris Rogers, Alex Busby and Chris Wilbanks. Honorary pallbearers will be Johnny Barnes, Floyd Yarbrow and Randy Yarbrow.



Death Notice of Blanche Wheeler, mother of Tim Wheeler, funeral director with Mynatt Funeral Home, Knoxville, TN. Mr. Tim Wheeler is also the Eastern Grand Division Director for the Tennessee State Board of Funeral Directors and Embalmers.

BLANCHE (WALLER) WHEELER

April 17, 1931 — July 10, 2024
Corryton

Blanche (Waller) Wheeler, age 93 of the Gibbs Community, passed away peacefully on Wednesday, July 10, 2024, at her home surrounded by her loving family. Blanche graduated from Gibbs High School in 1949 as the class Valedictorian. She worked the candy counter at F.W. Woolworth's on Gay Street until she met the love of her life Riley, while he was home on leave from the U.S. Army. After a brief courtship, they were married on June 24, 1954 at Clear Springs Baptist Church in Corryton. From there, Blanche went with Riley wherever his career took him and during Riley's

military career, they traveled the U.S. and abroad and God blessed them with six children. Blanche loved to work in her flower beds, garden, and quilt daily. She was always excited for the TVA &I Fair in September, where she would enter her quilts and always won red, white, or blue ribbons. Blanche raised her family on good values and strong faith. She was the oldest member of Clapps Chapel Methodist Church and the Christian fellowship Sunday School class. She was preceded in death by her beloved husband of 60 years, Riley (Sarge) Wheeler, parents Ida (Martin) and father P.C. Waller, sister and brother-in-law Alene and Roy Foust, brother-in-law Charles Imfeld, brothers: Franklin and Charles Waller, daughter-in-law, Tamela Wheeler. Survived by children, Barbara (Dave) Tipton, David Wheeler, Buddy (Rosemary) Wheeler, Tim Wheeler, Tamara (Dan) Ownby, and Carol (Rodney) Beason, grandchildren Joshua Daniel, Sarah, Aaron (Lijuan) Lindsey, Andrew Wheeler, Matthew (Elizabeth) Wheeler, Olivia Wheeler, Nathan (Ashley) Ownby, and Samantha Beason, great-grandchildren J.D., Spencer, Lucas, Jayden, Emma, Robert, and Ada Rose, sister Ruth Imfeld, brother Porter (Sherlie) Waller, sisters-in-law Roxie (Ed) Rice, Naomi (Kenny) Goodman, and Violet Smith, numerous nieces and nephews, great-nieces, and great-nephews. Special thanks to Allison, Pam, Faye, Jeannie, Robin, Genna, and Pat, who have allowed our sweet mom to be at home. Also, a special “thank you” to UT Hospice and nurse Victoria for their love and care during this time. www.mynattfh.com

As a member of the Tennessee Bureau of War Records I wanted to take a moment and introduce you to a free resource that many of your members may not be aware of.

The Tennessee Bureau of War Records maintains over 8 million documents for prior Active-Duty Veteran's and the State of TN National Guard members. Licensed Funeral Directors and their staff have access to request these documents directly from our department free of charge. Documents such as the DD214 and NGB 22 are much easier and faster to receive when requested directly by a funeral home or cemetery versus being requested by a family member or next of kin. In fact, once the funeral home or cemetery has been vetted, we require no further documentation. This initial vetting process typically takes two to four business days.

In late 2019 we automated our process through an on-line portal. Once a funeral home or cemetery has been vetted, they will receive an Agency Code from us and be authorized to utilize our on-line portal to request documents. We currently have eighteen members on our team supporting the needs of our Veteran's and their families. Depending on our workload, our typical response time is less than thirty minutes and currently averages eight minutes. If for some reason we do not have the document you need archived at our location, we will provide notification of our best idea of where those documents may be archived.

For your members that would like to begin the vetting process, they simply need to send an email to Tn.WarRecords@tn.gov from their company email with a copy of their business card or company letterhead. If they would like to speed up the vetting process they can also attach a copy of their current business license. We ask that the email subject line be "Request for Agency Code". Once the vetting process has been completed, they will receive an email with their Agency Code and instructions on how to access and utilize our portal.

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John A. Gupton College
Top 10% Summer 2024



BILL DEBUSK

“Don’t cry because it’s over, smile because it happened.”

William Harrison “Bill” DeBusk 74, Kingsport, departed this world peacefully and entered Heavens Gates on Thursday, July 11, 2024 at JCMC, with his family by his side.

Born on May 19, 1950 to the late Harold Hughes DeBusk and Mary Will Sauceman DeBusk. Bill graduated from Unicoi High School and attended Kentucky School of Mortuary Science. He has been a licensed funeral director with the state of Tennessee for 52 years. Bill started his career in the funeral business at Erwin Memorial Funeral Home and a career that would then take him all the way to Jacksonville, FL before bringing him back home to TN. He then came to Hamlett-Dobson in the early 90’s, 2005 East Lawn and 2017 manager at East Tennessee Funeral Home and has now found himself back home to the place he always loved Hamlett-Dobson. He was a member and served as past President of the Kingsport Evening Civitan Club. He was a recipient of the Charlie Keener Good Citizenship award.

Bill’s passion was serving his families in their time of grief. Bill will be remembered as a great caring and compassionate funeral director, and he would help anyone he could.

Preceding him in death are his parents; son, Conner James DeBusk; brother, Ralph Douglas DeBusk; and sister-in-law, Brenda Mead DeBusk.

Left to cherish Bill’s memory is his son, Jackson DeBusk (who was his entire world); mother of his son, BJ DeBusk (Jeff Wilder); sister, Joy DeBusk McGuffin (John); nieces, Lisa DeBusk Sweeney (Joshua), Lindsay Hagood-Smith (Allston); nephew, Clay Hagwood (Amanda); great-nephew, Ollis Smith; many cousins in Tennessee, Virginia and Florida; special friend, Judy Starnes; sister-in-law, Haley Hensley (Jace); and father and mother-in-law, Larry and Helen Hensley.



OLIVER LEE YOUNG

Oliver Lee Young, a devoted husband, father, brother, and friend, touched the lives of many with his kindness and unwavering faith. Oliver passed away at his home in Silerton, Tennessee on July 15, 2024.

Oliver Lee was born on February 2, 1946, in Hardeman County, Tennessee. Throughout his life, he showed dedication and commitment with every role he undertook. Oliver Lee proudly served in the US Army during the Viet Nam conflict from December 1965 to October 1967, a testament of his love for his country. He worked 34 years at Harman Automotive and an additional 11 years as a valued funeral director with Shackelford Funeral Directors Bolivar, until his well-deserved retirement in 2010. He found solace in providing comfort to families during their most challenging times.

Oliver Lee’s love for God, family, and country shone brightly by his actions. He enjoyed spending time in the mountains and tending to the family farm—an expression of his deep-rooted connection to nature. He was a member of Piney Grove Baptist Church in Silerton since 1969 and served as chairman of the

Deacons. He also was a song leader for 50 years and Sunday School Teacher.

He is survived by his beloved wife, Wanda Wiley Young, whom he married on March 2, 1966; daughters Leanne Young Willis (Richard) of Silerton and Lisa Young Vaughan (Jason) of Bolivar; son Benjamin Wiley Young (Christy) of Olive Branch, MS; sisters, Vivian Ann Gibson (Louie) of Toone and Nedda Jo King of Toone; grandchildren, Leah Grantham Todd (Ira), Sara Grantham, Hayley Hoskinson, Ryan Hoskinson (Emily), Rush Young, Taylor Young; great-grandchildren Kensley Darling, Arielle Williams, Aubrey Williams, Willow Butler; as well as brother-in-law, Gene West of Rutledge, GA. Oliver was preceded in death by parents James Oliver and Hester Annabelle Alexander Young; sister, Mildred West; brother, James Terrell Young; and brother-in-law, Roger King.

Oliver Lee’s legacy of love, compassion, and service will forever remain in the hearts of those who had the privilege to know him. May he rest in peace knowing he has left an indelible mark on all who were fortunate enough to be part of his life journey. Memorial contributions in his name may be sent to Piney Grove Baptist Church or Wesley Cemetery.

“A life that touches others will never die.”

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JAMES "JIMMY" HAROLD BUTLER

August 15, 1965 – July 25, 2024

Death Notice of James "Jimmy" Harold Butler, brother in-law of Marc, Angela, and Michael Sims. Marc Sims, TFDA President, 2021-22, Angela and Michael Sims, both on the TFDA Convention Committee.

Mr. James "Jimmy" Harold Butler, age 58 of Rutherford, Tennessee, passed away from this life on Thursday, July 25, 2024, at Vanderbilt University Medical Center. Funeral services for Mr. Butler will be conducted on Wednesday, July 31, 2024, at 1:00pm in the Rutherford chapel of Karnes & Son Funeral Home with Bro. Lane Self, Jeff Emerson, Doug Duncan, and Terry "Shrek" Rosson officiating. Interment will follow in Salem United Methodist Church Cemetery in Rutherford, Tennessee.

Jimmy was born August 15, 1965, in Gary, Indiana; the son of the late James Edward "Squeak" and Linda Louise Marvin Butler. He was the owner and operator of Rollin Thunder Performance service station. He served his country with the US Army. Military honors will be observed. Jimmy was a member of First Baptist Church Dyer and Hope Sunday School Class. He proudly served as Chaplin of the Dyer First Baptist Faith Riders touching many people and making many friends along the way.

Jimmy is survived by his loving wife, Melanie Butler; two sons, Josh Butler and wife Amber, Jacob Butler and wife Brittany; two sisters, Dava Yarbrow and husband Jason, Janet Fuchs and husband Steve; his precious granddaughter, Ellie Butler; and several nieces and nephews. He was preceded in death by his parents.

In lieu of flowers, memorial can be made to the Faith Riders of Tennessee, Tanya Taylor Misson Fund, or Salem Methodist Church Cemetery Fund.

The family will receive friends from 5:00 – 8:00 pm on Tuesday, July 30, 2024. Karnes & Son Funeral Home was honored to serve the family of Mr. James "Jimmy" Harold Butler.

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THANK YOU TO THE TENNESSEE FUNERAL DIRECTORS ASSOCIATION FOR YOUR SUPPORT DURING THE NATIONAL FUNERAL DIRECTORS ASSOCIATION (NFDA) SECRETARY ELECTION.

I AM LOOKING FORWARD TO REPRESENTING YOU IN 2025.

PLEASE LET ME KNOW IF I CAN HELP YOU IN ANY WAY.

STEVE SPANN



GARY WAYNE MURPHY

Gary Wayne Murphy, is the father of Lee Murphy, Market Director for Memphis Funeral Homes, Collierville Funeral Home, Family Funeral Care and Brantley Funeral Home, along with being a member of the TFDA.

Gary Wayne Murphy passed away on Thursday, the 8th of August 2024, in Southaven, Mississippi. He was born in Crossett, Arkansas on the 28th of March 1942 to Clarence W. and Doris Garrett Murphy. He graduated from Crossett High School in 1960 and later from the University of Arkansas at Monticello in 1964. On the 24th of February 1968 after a brief courtship, he married his sweetheart Elaine Taylor. They made their home in Lake Village, Arkansas, Crossett, Arkansas, Stuttgart, Arkansas, where he retired from Ag-Pro Companies, and Walls, Mississippi.

He leaves to cherish his memory, his wife of 56 years, Elaine; his only son, Lee (Monica) Murphy of Walls, Mississippi; and those that called him "Pops", his two grandsons, Cody (Kelsey) Loudermilk of Walls, Mississippi and Taylor Murphy of Walls, Mississippi; and three sisters, Cheryl Goodwin of Crossett, Arkansas, Barbara Rainey of Crossett, Arkansas, and Marty (Bud-dy) Kinney of Crossett, Arkansas.

Gary will be remembered as a devoted and loving husband, father, brother, "Pops", coworker, and special friend to many. In lieu of customary remembrances, memorial contributions may be directed to the Desoto County Dream Center, 6735 Windchase Drive, Horn Lake, Mississippi, 38637 www.desotodreamcenter.org



ARTHUR PICKLE

Tennessee Funeral Directors Association President 1979 – 80.

PICKLE, ARTHUR H. age 95, a native of Knoxville, passed away peacefully on August 13, 2024. He was the son of the late George Wesley Pickle and Helen Mann Pickle and a grandson of the late Arthur G. and Mabelle Kane Mann and Harvey A. and Lida Pickle.

After graduating from Knoxville High School in 1947, Arthur began working for his grandfather, A. G. Mann, at Mann Mortuary. He served in the US Navy, 1950-1954. He then attended Cincinnati College of Mortuary Science, Cincinnati, Ohio, graduating in 1956 with honors.

Following graduation, Arthur became both a licensed funeral director and embalmer in the state of TN and owner of Mann's Heritage Chapel. During his career, Arthur served as chairman of the TN Regulatory Board of Funeral Directors and Embalmers and President of the TN Funeral Directors Association. He was recognized as a "Legend of Honor" by the TN

Funeral Directors Association at its annual convention in June 2014.

Arthur was a member of Concord United Methodist Church for over 40 years. He was a charter member and Past President of the Rotary Club of Bearden which was chartered in 1960. He served as District Governor of Rotary District 6780 in 1994-95. He is a multiple Paul Harris Fellow of Rotary International.

Arthur is survived by: Daughter, Deborah Lynn; daughter & son-in-law, Laura & David Fox; 5 grandchildren and 9 great grandchildren; and special friend and former wife, Linda D. Pickle.

"Good friends are one of God's greatest gifts to us. Thank you for walking with me thru the years."

Arrangements provided by Rose Funeral & Cremation - Mann

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**Mother of Lynn Gibson, CFSP, Director of Operations and license funeral director,
Smith Funeral & Cremation, Maryville, TN**

Clara Hunt Gibson

October 4, 1940 — September 6, 2024

Clara Hunt Gibson, age 83 of Maryville, died on Friday, September 6, 2024, at Brookdale Browns Creek after struggling over seven years with dementia. Clara was a collector of memories of family and faith. She loved Jesus all her life and was baptized into the Christian faith in October 1949, at Grace Baptist Church in Knoxville, Tennessee. Clara was a current member of Maryville First Baptist Church and a previous member of Sevier Heights Baptist Church. She enjoyed singing alto with her church choirs and was most proud of performing in the Living Christmas Tree Programs in Knoxville. Clara liked to say that she had a PhD in homemaking; she also retired from Proffitt's Department Store as a Sales Associate. Clara's greatest passion was her love and devotion to her grandchildren. They called her "Mamoo," and she proudly adopted that name to be used by all her family and friends. She loved her grandchildren more than life. Mamoo was one-of-a-kind and

will always be remembered for her playful and exuberant spirit, her enjoyment for coffee and conversation, her extraordinary love and sacrifice for family, and her deep faith in God. She was preceded in death by her parents, I.Z. and Ruth Hunt; sister, Dorothy Hunt; brother-in-law, Wally White. Survivors include her daughter & son-in-law, Lisa Gibson and Alan DeBusk; son & daughter-in-law, Drs. Lynn and Angelia Gibson; her loving grandchildren, Andrew Goodman & wife Lauren, Will Gibson, Owen Gibson, Nate Gibson, and Netsa Gibson; loving sister, Carolyn White; special nieces, DeAnna Ward & husband John, and Dana Powers; great-nieces & nephew, Sarah-Wallace Reimer & husband Kyle, Caroline Ward & fiancé Daniel Potter, Amelia Powers, Newlon Powers; step-grandsons, Adam DeBusk & wife Amber, and Alex DeBusk. Our family is forever grateful to the staff of Brookdale Browns Creek and Gentiva Hospice for their loving care during the last 4 years of Clara's life. Mamoo will be greatly missed by all who know her. May her values of family, faith, and song never be forgotten. Memorial donations may be made to Alzheimer's Tennessee, Inc. East TN Office, 5801 Kingston Pike, Knoxville, TN 37919, or www.Alztennessee.org. Smith Funeral & Cremation Service, Maryville, 865-983-1000, www.SmithFuneralandCremation.com.

Mark Your Calendars

2024 TFDA FALL DISTRICT SEMINAR AND DISTRICT MEETINGS

Monday, September 23, 2024, TFDA Middle District Seminar and District Meeting, Farm Bureau Expo Center, Lebanon, TN

Thursday, September 26, 2024, TFDA West District Seminar and District Meeting, Jackson Country Club, Jackson, TN

Monday, September 30, 2024, TFDA East District Seminar and District Meeting, The Chop House, Kodak, TN

The TN State Board has approved 3 continuing education credits for the Fall Seminar: 3:00 pm – 6:00 pm

Jay Slatton, Security National will be the presentation for the seminar along with David Frye, Matthews Aurora Funeral Solutions

The TFDA District Meeting has been approved for 2 continuing education credits: 6:30 pm – 8:30 pm (dinner included)

Program topic: Bob Batson will present TFDA Trust Option

Cost per person \$60 TFDA Member

\$100 per person non-member

(You can pay with a check at the door or contact the TFDA office and pay with a credit card)

Please remember to sign in for 3 Seminar CEU's and 2 District Meeting CEU's

The State of Tennessee has changed their method of documenting who attends continuing education seminars. The sign-in sheet at the beginning of each seminar is the only documentation. There will no longer be any yellow slips to pick up at the end.

October 20 – 23, 2024

NFDA Expo Convention, New Orleans, LA

**2025 TFDA 122nd Annual Convention
June 8 – 10, 2025
Marriott Cool Springs Hotel, Franklin, TN**





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.

The Tennessee Preneed Funeral Trust a service available to all TFDA members in good standing, and:

- Meets all state and federal requirements.
- 2% Minimum Crediting Rate or market value whichever is greater.
- No Minimum Deposit Requirements, Age Restrictions or Chargebacks
- Online Quarterly Reports and Account Balances through Administrative Systems Inc. provides monthly preneed reports,
- Affords access to online account balance information, summary statements and monthly activity reports.

Tennessee Preneed Funeral Trust funds are pooled with many other accounts in secure investments earning the highest possible rate of return. The return earned over time will assist in offsetting rising costs should the price of the future funeral increase. One hundred percent of the principal and interest accrues to the benefit of the intended funeral recipient.

All Tennessee Preneed Funeral Trust accounts are fully portable, meaning you may transfer your account to another funeral home at any time. Some traditional saving accounts may close or become inaccessible at your time of death. Tennessee Preneed Funeral Trust accounts will be available immediately to apply toward or pay for final funeral expenses.



Security National Life Insurance Company Endorsed by the Tennessee Funeral Directors Association (TFDA) as Preferred Preneed Provider.

Security National Life Insurance Company is pleased to announce its new relationship with the Tennessee Funeral Directors Association. This endorsement aims to provide funeral professionals across Tennessee with access to Security National's preferred preneed insurance products and services.

"I'm excited about our endorsement opportunity with the great funeral professionals in Tennessee! We are equally as excited about the ability to partner with the TFDA to continue to provide unparalleled insurance funded prepaid funeral products and marketing support solutions to fit each potential funeral home's wants and needs."

- Guy V. Winstead, VP of Sales, Security National Life Insurance Company.

The benefits of this new partnership include.

- Preneed products and services tailored for TFDA Membership
- Customized marketing solutions for partner funeral homes
- Exclusive C&J Financial funding rate

"C&J Financial is thrilled to partner with the TFDA as the endorsed supplier for insurance assignment funding. With Security National's pre-paid funeral products, with C&J's Quick Claim™ assignment funding and TFDA exclusive discount rates, this partnership provides the ultimate funding solutions for its members."

- Jamie Meredith, Executive Vice President, C&J Financial

Security National Life Insurance Company is a market leader in preneed insurance products and services. We are a publicly traded company (NASDAQ: SNFCA) that provides strength and security for more profitable prepaid funerals. Our company has enjoyed impressive growth over the past few years and is ahead of last year's record-breaking sales. Let's share our success together. More information available at www.snlprenneed.com.

Jay Slatton is the Area Sales Manager for Tennessee. Jay lives in Gordonsville, Tennessee with his wife, Leann, and two daughters, Ally Beth, and Ava Grace. Jay is a funeral director, embalmer, and licensed insurance producer. He has been very active in the Tennessee Funeral Directors Association and a Past President of the Upper Cumberland Funeral Directors Association. He currently serves on the Board of Directors for Tennessee Funeral Sales and Supply Club. Jay is active in his community through youth sports with his daughters and has served on the City Council for 6 years. He is a member of the Carthage Masonic Lodge #14 and attends Grant Missionary Baptist Church. Jay and his family are avid Vanderbilt Commodore fans and enjoy camping in their free time.

The Tennessee Funeral Directors Association is a nonprofit organization that seeks to provide Funeral Professionals advocacy through communication, education, and legislation; thereby empowering the licensed funeral professional the ability to serve at the highest level.

For more information, please contact Jay Slatton by email JayS@snlprenneed.com or by calling (615) 418-6276

Security National Life Insurance Company

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Please visit www.SecurityNationalLife.com/privacy for a complete copy of our privacy statement.

OBITUARYSHARE.COM: THE DIGITAL CONNECTION

With the changing landscape of communication, social media has become the primary means for families to share news and information about the passing of their loved ones. The decline in the popularity of newsprint led to the birth of ObituaryShare.com, a revolutionary platform designed to help families honor their departed in a more effective and targeted way, especially through Facebook.

ObituaryShare operates by receiving obituaries through its portal, analyzing the content, and determining the most relevant audience for each obituary. The platform then actively targets and promotes the obituary to that specific audience, ensuring maximum visibility. Unlike traditional methods where viewers have to search for obituaries, ObituaryShare takes the proactive approach of sending the obituary to interested potential readers.

The success of ObituaryShare.com is evident in its exceptional engagement and click-through rates. While the average rate from Facebook to corresponding websites hovers between 1%-2%, ObituaryShare boasts an impressive **13%-15%**. Additionally, the platform encourages longer stays on funeral home websites, with an **average visit duration of 56 seconds** compared to the industry average of 42 seconds.

The platform's continual improvement is evidenced by incorporating user feedback and offering features like a text notification service. ObituaryShare's commitment to evolving with technology has garnered a significant increase in followers over the past three years.

Since implementing ObituaryShare.com, Arrington Funeral Directors has experienced remarkable growth, with website traffic more than doubling. Their **overall market share has increased by 8%**. ObituaryShare.com not only benefits families and communities by disseminating information effectively but also aids funeral homes in building their brand and expanding services.



**THE STRATEGIC PROMOTION
OF OBITUARIES
FOR YOUR FUNERAL HOME**

**VISIT OUR WEBSITE TO
LEARN MORE!**

Since implementing
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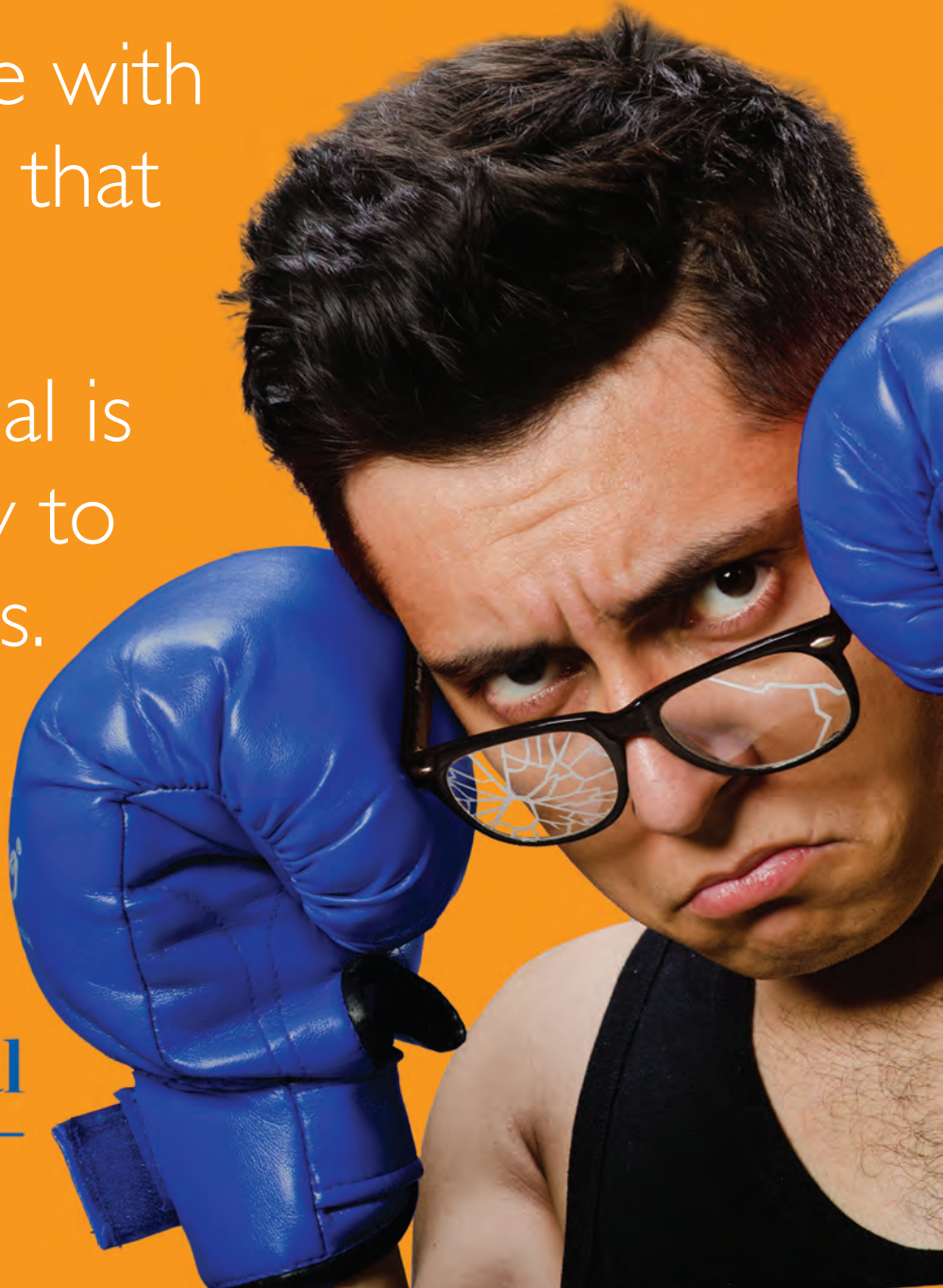
Bob Arrington, Arrington Funeral Directors
barrington@aafgemail.net



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