

TSFDMA NEWSLETTER

TSFDM 2017 Annual Convention to be held in Chattanooga



The Tennessee State Funeral Directors and Morticians Association, Inc. will hold its 2017 Annual Convention on June 11-14, 2017 at the Embassy Suites Embassy Suites by Hilton Chattanooga Hamilton Place.

This will be another informative and exciting convention for all

attendees as the convention education committee, headed by second vice-president Chancellor Baskerville (Baskerville Funeral Home-Humboldt) and other committees are planning a great meeting.

Look forward for more information and plan to attend. Chattanooga is a great city for family fun and activities.

TSFDMA Annual Convention Information

From the President

It has been several months since a newsletter has been prepared but as we get closer to the 2017 TSFDMA annual convention in Chattanooga I felt the need to send out another.

One of the areas I would like for our organization to further discuss is better communication among members. The membership needs to be kept aware of changes and updates that might affect their businesses. I think that we underutilize the website, e-mails, Facebook and texting.

We would be amazed at the positive effects better communication would have on the organizations presence. Membership recruitment would be improved and professional and lawmaking organizations would be more aware of our presence.

TSFDMA, Inc. Supports New Funeral Legislation

In 2017 Tennessee State Senator Lee Harris (Memphis) plans to introduce new legislation that will affect who pays the cost to a funeral home when a human remains is transferred at the request of the authorized family member to another funeral home.

Presently the law allows the initial (custodial) funeral home to try to collect the cost of their service from the family. This is at best problematic.

The new legislation proposes to require the receiving funeral home to pay the initial firm the cost for their services based upon their General Price.

2017 NFDMA District Three Tri State Convention Held in Raleigh, NC

The National Funeral Director's and Morticians Association (NFDMA) District Three Annual Convention was held in Raleigh, North Carolina at the Hilton North from January 29 and 30, 2017.

District Governor Samuetta Marshall and her committee developed an interesting and informative program that fit all that attended.

Presenters included District Governor Marshall, Kenneth P. Floyd, vice-president of Preneed sales at North Carolina Mutual, and Attorney Nuru Witherspoon. Also in attendance was NFDMA president Alexander Wynn, III.

The State of Tennessee was represented by TSFDMA members, Anita Taylor, Wendy Hellum, Jo Ann Williams and Micheal Miller.

In Succession Planning, It's Never Too Early to Start

Succession Planning is the identification and development of potential successors for key positions in an organization, through a systematic evaluation process and training.

One of the quagmires that many funeral home owners find themselves in after many years of service is the lack of a succession plan where a key person is identified and trained to run the business.

According to Benjamin Franklin there are no guarantees except death and taxes, and that goes for funeral home owners as well.

Funeral home owners are quick to complain about people failing to purchase life insurance or plan financially for death. However, it has been noted that funeral home owners do a very poor job preparing for what we know is guaranteed, death.

So, it is important to start as early as possible to plan the transition process. In many cases finding the key person(s) could take years and it may not be the person the funeral home owner hopes that it would be, like a family member.

What are you doing to prepare for retirement, transition or one of Ben Franklin's guarantees, death?

Funeral Service Technology, Is It For You?

Similar to the issue of succession planning is the question of finding a good licenses funeral director to assist now and later.

Over the last twenty years the use of technology in the funeral service industry has dramatically increased. The use of text messaging, e-mail, Facebook, video, web-sites and other related technology has left the area of being unique and entered the area of being mandatory.

If the funeral home cannot communicate with the public through modern technology it will be difficult to survive. Most State reports are required to be filed "on-line" and mailing nor faxing is acceptable.

In order to help efficiency there are several compnies that offer computer software to help produce the required reports, organize, manage files and track monthly and annual data.

If you have paper files in a cabinet that are not electronicly saved, the amount of physical space is limited. What are you going to do with all those old paper files?

As funeral service providers get older and the rate of reports and other service related documents increase, there is a need for more time on paperwork. Something that could help organize and reduce time completing that paperwork could be very helpful.

It may be time for those of us that are not as technologically savey to look at the use of technology to help our business.