



# 2022 CONVENTION & EXHIBITS

## Rockin' Sales on Rocky Top

Cemetery Association of Tennessee  
North Carolina Cemetery Association  
South Carolina Cemetery Association

Park Vista Hotel  
Gatlinburg, TN  
July 24 – 26, 2022

THANK YOU – SPONSORS!

Argent Trust  
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ColdSpring USA  
Express Funeral Funding  
Family Bronze  
Flowers for Cemeteries  
Franklin Memorial Gardens  
Heritage Family Cemeteries  
Matthews Memorialization  
OM Stone  
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Salem Stones  
SCI – Dignity Memorial  
StoneMor  
Wilbert NC

WE ARE BLESSED BY YOUR SUPPORT!

# 2022 CAT/NCCA/SCCA CONVENTION

## SCHEDULE OF EVENTS

"Rockin' Sales on Rocky Top"

SUNDAY, JULY 24			
8:00	1:00	<b>Ed Phillips Memorial Golf Tournament</b> <i>Sponsored by OM Stone</i>	Gatlinburg Golf Course
12:00	3:00	Exhibitor Set-Up	Tennessee Ballroom
2:00	6:30	Registration Open	Tennessee Ballroom - Lobby
2:30	3:30	<b>State Board Meetings:</b>	
		CAT Board Meeting	Gardenview A
		NCCA Board Meeting	Gardenview B
		SCCA Board Meeting	Gardenview C
4:00	4:30	<b>Welcome and Pledge by Nina Perry   Invocation by Fred Berry</b> <i>Stage Sponsor by Argent Trust Company</i>	Tennessee Ballroom
		<b>Comments from Association Presidents - Rene' McGill Schultz - CAT, Trey Monteith - NCCA, and Jason Riggins - SCCA</b>	
4:30	5:00	<b>RICHARD HOUSTON - "Who's Leading Who?"</b>	
5:00	5:30	<b>TODD DASHLEY - "Recruiting and Training Quality Staff"</b>	
6:00	7:30	<b>Opening Reception - Exhibit Hall Open</b> <i>Sponsored by Heritage Family Cemeteries</i>	
MONDAY, JULY 25			
8:00	2:00	Registration Open	Tennessee Ballroom - Lobby
8:00	8:30	<b>Breakfast with Exhibitors</b> <i>Sponsored by ColdSpring</i>	Tennessee Ballroom
8:30	8:45	<b>On Time Drawing and Announcements</b>	
8:45	9:15	<b>RYAN BUMGARNER - "Building Relationships Through Meaningful Cemetery Events"</b>	
9:15	9:45	<b>DEBBIE JOHNSON - "The Importance of Aftercare: Connect with your Community"</b>	
9:45	10:00	Break with Exhibitors <i>Sponsored by Flowers for Cemeteries, Axiom</i>	
10:00	10:30	<b>MARK NORRIS - "Go F.I.S.H."</b>	
10:30	11:30	<b>BRUCE GODDARD - "View from a Hearse"</b>	
11:30	12:30	<b>Lunch with Exhibitors</b> <i>Sponsored by Matthews Memorialization</i>	
12:30	12:45	<b>LEGISLATIVE UPDATE: Tyler Tetric, Rusty Tysor, Joe Owens</b>	
12:45	1:15	<b>DEBBIE HOLMES - "Argent Trust Presents: Update on new TN Cemetery Trust Laws"</b>	
1:15	1:45	<b>JODIE DUPREE - "Touring the Possibilities"</b>	
1:45	2:00	Supplier Introductions	
2:00	3:00	<b>Annual Business Meetings:</b>	
		CAT Annual Business Meeting	Gardenview A
		NCCA Annual Business Meeting	Gardenview B
		SCCA Annual Business Meeting	Gardenview C

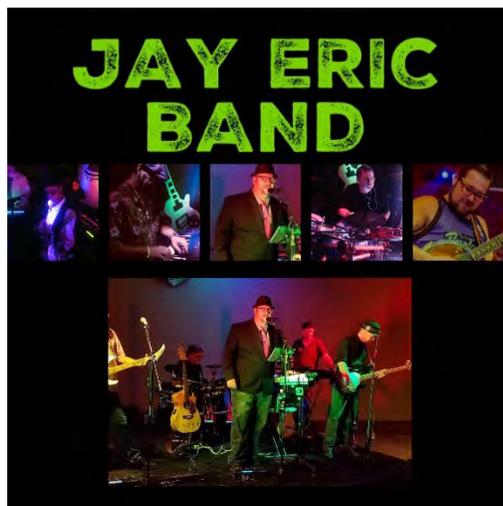
# 2022 CAT/NCCA/SCCA CONVENTION

## SCHEDULE OF EVENTS

"Rockin' Sales on Rocky Top"

### TUESDAY, JULY 26

8:00	12:00	Registration Open	Tennessee Ballroom - Lobby
8:00	8:30	<b>Breakfast with Exhibitors</b> <i>Sponsored by Family Bronze, Express Funeral Funding</i>	Tennessee Ballroom
8:30	8:45	<b>On Time Drawing and Announcements</b>	
8:45	9:15	<b>NINA PERRY - "Look What I Inherited"</b>	
9:15	9:45	<b>ERIC ANDERSON - "Memorialization - More Than Just Names and Dates"</b>	
9:45	10:00	Break with Exhibitors <i>Sponsored by Cemetery Funeral Supply, Wilbert NC</i>	
10:00	10:30	<b>ALLAN LEGARD - "Phone Prospecting: Persistence or Procrastination?"</b>	
10:30	11:00	<b>TAMALA RANDOLPH - "Value Based Selling and Pricing"</b>	
11:00	11:15	Supplier Introductions	
11:15	11:30	<b>Memorial Service Officiated by Dyanne Miller</b>	
11:30	12:30	<b>Lunch with Exhibitors</b> <i>Sponsored by Franklin Memorial Gardens, SCI – Dignity Memorial</i>	
12:30	1:00	<b>TARA BESSLING - "Cemetery Events - The Circle of Life"</b>	
1:00	1:30	<b>BIRD HODGES - "The In's and Out's on Maintaining a Cemetery"</b>	
1:30	2:00	<b>KEVIN ARMISTEAD – "When Two Hearses Meet"</b>	
2:00	2:15	Closing Remarks	
2:15	3:00	Exhibitor Tear Down	
2:15	3:00	<b>New Board Meetings:</b>	
		CAT Board Meeting	Gardenview A
		NCCA Board Meeting	Gardenview B
		SCCA Board Meeting	Gardenview C
6:00	9:00	<b>Presidents' Reception and Banquet - Featuring Jay Eric Band</b> <i>Dinner Sponsor – StoneMor, Presidents' Reception Sponsor – Precoa, Entertainment Sponsor – Park Lawn</i>	Tennessee Ballroom





Welcome to our 70<sup>th</sup> Annual Convention of the Cemetery Association of Tennessee. We especially want to welcome our good friends and neighbors from the states of North Carolina and South Carolina for agreeing to join this year's meeting which has garnered a strong group of experts for everyone's benefit.

Many hours of planning have gone into this year's meeting and we hope that everyone will leave refreshed, invigorated and ready to implement new ideas leading to your continued success in the service you provide to your communities. Many thanks are due Ben Upton for his abilities to line-up exceptional speakers bringing fresh and innovative topics to our group.

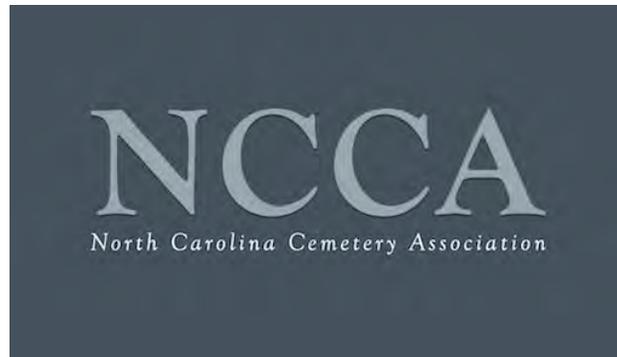
Additional thanks are due Nina Perry who has agreed to be our Mistress of Ceremonies filling Ben's big shoes.

We have lots of fun activities planned for this year and hope you will participate in as many of them as you are able. Cindy Foree, Executive Director CAT and her team have devised an Exhibitor Crawl, a fun way for everyone to visit all the supplier booths with an opportunity to win a CASH prize for the participants. Past-President Lauren A. Blevins threw down the gauntlet last year with her dueling pianos for our closing entertainment. This year, CAT Members, StoneMor and Park Lawn will be sponsoring our closing banquet and our Rockin' band from Knoxville, TN – The Jay Eric Band! We thank everyone who has participated in sponsoring an event or filling space on the exhibitor floor as well as the attendees who see the value in what we have to offer.

We love coming to the Park Vista in Gatlinburg and appreciate all the friendly staff for their extra efforts! I hope you are as excited to be here as we are. We look forward to hanging out with old friends and making new ones as well.

Let's get ready for "Rockin' Sales on Rocky Top"

Rene' McGill Schultz



Welcome!

I'm Trey Monteith, President of the North Carolina Cemetery Association. Thank you for making the trip to be with us at the convention this year.

It's been my honor to serve you over the past year as your president and I've really enjoyed getting to help out all our local cemeteries!

I hope during this weekend, everyone is able to see old friends, grow new relationships, and make some good memories in the process.

Trey Monteith

Carolina Memorial Park & Ostwalt Vault  
Carolina Crematory



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**President**

Jason Riggins  
Lancaster Memorial Park  
Lancaster, SC

**Vice-President**

**Patrick Mallard**  
Mt. Pleasant Memorial Gardens  
Mt. Pleasant, SC

**Secretary / Treasurer**

Kimberly Hagan  
Union Memorial Gardens  
Union, SC

**Ex-Officio**

Darlene Walker  
Elmwood Cemetery  
Columbia, SC

**Director - 2022**

David Brown  
Florence Memorial Gardens  
Florence, SC

**Director - 2023**

Jeff Riggins  
Lancaster Memorial Park  
Lancaster, SC

**Director - 2024**

Joe Owens  
Robinson Memorial Gardens  
Easley, SC

**Director - 2025**

Candice Rast  
Mount Hope Cemetery  
Florence, SC

**Executive Director**

Tammy Chandler

July 24, 2022

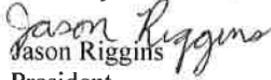
On behalf of the South Carolina Cemetery Association, we welcome you to the Tri-State Convention. First, we would like to thank the Cemetery Association of Tennessee for inviting us to join them for their convention.

We would also like to thank the sponsors, vendors and speakers for donating their time and contributions. Without their participation, this convention would not be possible.

The Association would also like to thank Cindy Foree, Rusty Tysor and Tammy Chandler for their efforts in organizing this event. In addition, I want to personally thank Tammy for all of her assistance in helping me with my duties as President.

I hope everyone takes home some of the valuable knowledge shared during this time together and finds time to fellowship and enjoy their stay in Gatlinburg!

Sincerely,

  
Jason Riggins

President  
South Carolina Cemetery Association



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## South Carolina Cemetery Association

Tel 803-603-4317

PO Box 1204  
Lexington, SC 29072

[www.SCCemeteryAssociation.net](http://www.SCCemeteryAssociation.net)  
[SCCemeteryAssoc@outlook.com](mailto:SCCemeteryAssoc@outlook.com)





# CEMETERY ASSOCIATION OF TENNESSEE

## 2021-2023 Board of Directors and Officers

### PRESIDENT

#### **René McGill Schultz**

Loudon County Memorial Gardens  
PO Box 301, Loudon, TN 37774  
Cemetery: (865) 986-0065  
Funeral Home: (865) 458-2262  
Email: [rene@mcgillclick.com](mailto:rene@mcgillclick.com)

### PRESIDENT ELECT

#### **Jared Tetrick**

Happy Valley Memorial Park Inc.  
PO Box 1150  
Elizabethton, TN 37644  
Office: (423) 543-1051  
Cell: (423) 341-3459  
Email: [jtetrick@happyvalleymemorial.com](mailto:jtetrick@happyvalleymemorial.com)

### VICE PRESIDENT

#### **Fred Berry**

Lynnhurst Cemetery  
2300 Adair Drive  
Knoxville, TN 37918  
Office: (865) 577-6666  
Cell: (865) 660-4521  
Email: [fred.berry@dignitymemorial.com](mailto:fred.berry@dignitymemorial.com)

### SECRETARY/TREASURER

#### **Dwayne Bell**

Greenwood Cemetery  
1428 Elm Hill Pike  
Nashville, TN 37210  
Office: 615-256-4395  
Cell: 615-351-5658  
Email: [belld@excelbuildersoftn.com](mailto:belld@excelbuildersoftn.com)

### PAST PRESIDENT

#### **Lauren Blevins**

Polk Memorial Park  
6465 Trotwood Ave.  
Columbia, TN 38401  
Office: (931) 381-2135  
Cell: (931) 626-3635  
Email: [laurenablevins@gmail.com](mailto:laurenablevins@gmail.com)

### OFFICER TERMS (2021-2023)

### EXECUTIVE DIRECTOR:

#### **Cindy Foree**

P.O. Box 518  
Kingston Springs, TN 37082  
Cell: (615) 714-9605  
Email: [cemetery-tn@gmail.com](mailto:cemetery-tn@gmail.com)

### SUPPLIER REPRESENTATIVE:

#### **Tommy Spears**

Vantage Products  
1926 Glen Turret Drive  
Cordova, TN 38016  
Cell: (770) 313-2317  
Email: [tspears@vantageproducts.com](mailto:tspears@vantageproducts.com)

### BOARD OF DIRECTORS

#### **John Blevins (2022)**

Pinecrest Memorial Gardens  
PO Box 38  
Columbia TN 38402  
Office: (931) 388-2135  
Cell: (931) 374-7288  
Email: [jblevins@williamsfh.com](mailto:jblevins@williamsfh.com)

#### **Bylaws Chair**

#### **Scot Bradford (2023)**

Franklin Memorial Gardens  
300 1<sup>st</sup> Ave NW  
Winchester, TN 37398  
Office: (931) 967-2998  
Cell: (931) 581-4234  
Email: [bradford9696@gmail.com](mailto:bradford9696@gmail.com)

#### **Finance Chair**

#### **Steve Carter (2022)**

Carroll Memorial Gardens  
19810 East Main Street  
Huntingdon, TN 38344  
Office: 731-986-8281  
Cell: 731-431-1580  
Email: [stevecarter@dilday.com](mailto:stevecarter@dilday.com)

#### **Ethics Chair**

#### **Joe Lowery (2024)**

Memorial Park  
5668 Poplar Ave.  
Memphis, TN 38119  
Office: (901) 767-8930  
Cell: (901) 713-8230  
Email: [joseph.lowery@nsmg.com](mailto:joseph.lowery@nsmg.com)

#### **Membership Chair**

#### **Tyler Tetrick (2023)**

Heritage Family Cemeteries  
113 Memory Gardens Drive  
Johnson City, TN 37615  
Office: (423) 547-7923  
Cell: (423) 335-6460  
Email: [tyler@heritagefamily.com](mailto:tyler@heritagefamily.com)

#### **Legislative Chair**

#### **Ben Upton (2024)**

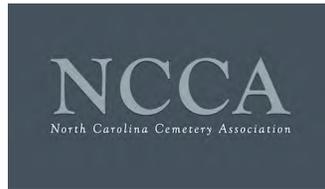
Harpeth Hills Memory Gardens  
9090 Hwy 100, Nashville, TN 37221  
PO Box 210143, Nashville, TN 37221  
Cell: (615) 864-4602  
Email: [bupton@afamilylegacy.com](mailto:bupton@afamilylegacy.com)

#### **Convention Chair**

### LEGISLATIVE LIAISON / LOBBYIST:

#### **Amanda (Mandy) Haynes Young**

Butler Snow LLP – Nashville, TN  
*Note: All calls to Mandy should be made through the association president, legislative chair or executive director.*



North Carolina Cemetery Association  
Board of Directors  
2022

Eric Anderson – Past President – Holly Hill Memorial Park – 401 W. Holly Hill Road, Thomasville, NC – eric@hollyhillcemetery.com – 2021 – 2022

Trey Monteith – President – Carolina Memorial Park – PO Box 3257 – Concord, NC 28025 – cmonteith@nc.rr.com – 2019 – 2022

Debbie Johnson – President Elect – 4017 Preswick Court – High Point, NC 27265 – Deborah.Johnson@dignitymemorial.com – 336.848.6988 – 2019 – 2022

Ryan Bumgarner – Vice President – Guilford Memorial Park Cemetery – 6000 W. Gate City Blvd. – Greensboro, NC 27407 – Ryan.Bumgarner@dignitymemorial.com – 336.870.5702 – 2021 – 2024

Megan Anderson – Secretary – Holly Hill Memorial Park – 401 W. Holly Hill Road, Thomasville, NC – megan@hollyhillcemetery.com – 2021 – 2024

Mickey Shaw – Treasurer – Pugh Funeral Home – 437 Sunset AVE. – Asheboro, NC 27203 – m1966s@embargmail.com – 336.625.2171 – 2020 – 2023

Robert Nunnaley – Director – Fry & Prickett Funeral Home – 402 Saunders Street – Carthage, NC 28327 – Robert@PinesFunerals.com – 910.947.2224 – 2020 – 2023

Frances Simpson – Director – Charlotte Memorial Gardens – 7632 Hood Road – Charlotte, NC 28215 – francescott52@gmail.com – 2021 – 2024

Carol Hines – Director – Gardens of Memory – 5676 Old Walkertown Road – Walkertown, NC 27051 – chines@eastlawngardens.com – 336.993.3119 – 2020 – 2023

Rusty Tysor – Executive Vice President – Crestwood – PO Box 116 – State Road, NC 28676 – rustyTysor@me.com

Honnalora Hubbard – Supplier Representative – Coldspring – 129 Kings Point Drive, Suffolk, VA 23434 – hhubbard@coldspringusa.com – 2021 – 2022

Jon Parham – Supplier Representative – Matthews Bronze – 230 Gregory Rd – Salisbury, NC 28147 – jparham@matthewsintl.com – 2021 – 2022



# SOUTH CAROLINA CEMETERY ASSOCIATION

## BOARD OF DIRECTORS

### **President - 2022**

Jason Riggins  
Lancaster Memorial Park  
1389 Memorial Park Rd.  
Lancaster, SC 29720  
Phone: 803-286-5145  
Email: [LMP@comporium.net](mailto:LMP@comporium.net)

### **Vice President - 2022**

Patrick Mallard  
Mount Pleasant Memorial Gardens  
1308 Mathis Ferry Rd.  
Mount Pleasant, SC 29465  
Phone: 843-884-9041  
Email: Patrick Mallard  
@mountpleasantmemorialgardens.com

### **Secretary / Treasurer - 2022**

Kimberly Hagan  
Union Memorial Gardens  
1720 Whitmire Hwy  
Union, SC 29379  
Phone: 864-427-7650  
Email: [Hagan.Kimberly@gmail.com](mailto:Hagan.Kimberly@gmail.com)

### **Ex-Officio - 2022**

Darlene Walker  
Elmwood Cemetery  
501 Elmwood Ave.  
Columbia, SC 29201  
Phone: 803-446-3639  
Email: [jdhwalker@gmail.com](mailto:jdhwalker@gmail.com)

### **Supplier Director - 2022**

Jennifer Willis  
Matthews Granite  
Elberton, GA 30635  
Phone: 800-554-8407  
Email: [jwillis@matw.com](mailto:jwillis@matw.com)

### **Executive Director**

Tammy Chandler  
PO Box 1204  
Lexington, SC 29071  
Phone: 803-603-4317  
Fax: 855-485-1198  
[SCCemeteryAssoc@outlook.com](mailto:SCCemeteryAssoc@outlook.com)

### **Director - 2022**

David Brown  
Florence Memorial Gardens  
3320 S. Cashua Dr.  
Florence, SC 29501  
Phone: 843-662-9712  
Email: [David@FlorenceMemorialGardens.com](mailto:David@FlorenceMemorialGardens.com)

### **Director - 2023**

Jeff Riggins  
Lancaster Memorial Park  
1389 Memorial Park Rd.  
Lancaster, SC 29720  
Phone: 803-286-5145  
Email: [LMP@comporium.net](mailto:LMP@comporium.net)

### **Director - 2024**

Joe Owens  
Robinson Memorial Gardens  
1425 Powdersville Rd.  
Easley, SC 29642  
Phone: 864-855-8008  
Email: [DiggerOwens@aol.com](mailto:DiggerOwens@aol.com)

### **Director - 2025**

Candy Rast  
Mount Hope Cemetery  
100 Cherokee Rd.  
Florence SC 29501  
Phone: (843) 662-5145  
Email: [candy@mthopeflorence.com](mailto:candy@mthopeflorence.com)

### **Supplier Director - 2023**

Jon Parham  
Matthews Cemetery Products  
Phone: 800-628-8439 ext. 5241  
Email: [jparham@matthewsintl.com](mailto:jparham@matthewsintl.com)

# MEET YOUR SPEAKERS

## "Rockin' Sales on Rocky Top"

SUNDAY, JULY 24

4:30	5:00	<p><b>RICHARD HOUSTON - "Who's Leading Who?"</b></p> <p>In this session, we will be covering the areas managers need to focus on in order to understand the standard of support they should be providing; as well as review necessary steps to minimize turnover.</p> <p><i>Richard is the Account Manager at webCemeteries, bringing a deep level of cemetery experience to the team. His background includes years of managing cemetery sales and operations, service in the US Marine Corps, and establishing structure for local churches. Richard uses his experience to help cemeteries incorporate technology into their process to serve families and grow their business. He is a highly rated speaker at ICCFA and regional cemetery events, and also curates an extensive collection in several different categories.</i></p>	
5:00	5:30	<p><b>TODD DASHLEY - "Recruiting and Training Quality Staff"</b></p> <p>Todd will share his top do's and don'ts when hiring, training, and retaining quality staff.</p> <p>He has over 25 years of staff development in both the funeral home and cemetery sectors, and will help you avoid some of the pitfalls when working in today's challenging employee environment.</p> <p>Having been responsible for funeral home and cemetery operations, administration and sales management, Todd has identified critical components necessary when building the best possible team!</p> <p><i>A U.S. Army veteran, Todd spent eight years working for the Department of Defense before starting his career in the funeral industry in 1996 as a sales manager for Crown Hill Cemetery &amp; Funeral Home in Indianapolis.</i></p> <p><i>At Crown Hill he developed and directed a team of over 20 sales counselors for the 1,400-burial and 350-call firm, helping generate \$4 million in preneed insurance sales and \$5 million in cemetery sales by 1999. Dashley's rapid success earned him a promotion to executive vice president in 2000 where he oversaw the funeral home operations, cemetery and funeral home sales, and marketing and business development. He was also responsible for recruiting and training a highly successful team of funeral directors and sales counselors.</i></p> <p><i>Following a stellar 10-year career with Crown Hill, Dashley signed on with Carriage Services to become the managing partner for the company's highest producing location, Rolling Hills Memorial Park in El Sobrante, Calif. After nearly three years with Carriage, Dashley's passion for preneed sales brought him to the industry's most innovative company – Precoa (formerly Lincoln Heritage Funeral Planning) – where he has thrived as a regional consultant since October of 2009.</i></p> <p><i>Dashley graduated from high school in Grand Blanc, Mich., and was active duty in the U.S. Army from 1981-1989 as a personnel specialist. While in the military, he attended Duke University's Fuqua School of Business. Todd and his wife, Sharon, reside in Fishers, Indiana, outside of Indianapolis. The couple has two children, Ben and Brynn.</i></p>	

## MONDAY, JULY 25

8:45	9:15	<p><b>RYAN BUMGARNER - "Building Relationships Through Meaningful Cemetery Events"</b></p> <p>Ryan will be discussing how cemetery events can build relationships and brand, as well as the vital role they play in your area.</p> <p><i>Ryan Bumgarner is a third-generation licensed Funeral Director who currently serves as the General Sales Manager at Hanes Lineberry Funeral Home and Guilford Memorial Park Cemetery in Greensboro, NC. Ryan also serves as the Director of Large Cemetery Sales for the Metro NC Markets of SCI and oversees the sales teams for Advantage Funeral Home, Greensboro, as well as Westminster Gardens Cemetery. He has been in the industry since the age of 15 and just celebrated 10 years of service with SCI. Ryan has served in various roles in his time with SCI including Preneed Funeral Counselor, and Location Manager.</i></p> <p><i>Ryan lives in Stokesdale, NC with his wife of 8 years, their two daughters, and three golden retrievers.</i></p>	
9:15	9:45	 <p><b>DEBBIE JOHNSON - "The Importance of Aftercare: Connect with your Community"</b></p> <p>This presentation will offer how and why it is important to connect with your community through aftercare to grow sales and relationships.</p> <p><i>Debbie joined SCI in 2009, as an office administrator with Parklawn Memorial Park cemetery in Winston Salem, NC. At the beginning of 2015, she went into cemetery sales at Guilford Memorial Park and Westminster Gardens in Greensboro.</i></p> <p><i>In early 2016, Debbie became a Preneed Funeral Advisor and obtained her Funeral Director's License in 2018 while working in her home town of High Point, NC with Sechrest-Davis Funerals and Cremations.</i></p> <p><i>From 2019-2020, Debbie served as a Sales Manager for the Greensboro, High Point, and Winston Salem area. She returned to her hometown at the end of 2020 to serve as General Sales Manager for Sechrest-Davis Funerals and Cremations in High Point and Thomasville, and Advantage Funeral and Cremations in Archdale, NC.</i></p> <p><i>"Sales changed my life! The ability to connect with people and educate them as to why taking care of these end of life decisions is important now and the difference it can make to their peace of mind and financial needs can make a huge impact."</i></p> <p><i>Debbie enjoys spending free time with husband, James and their yellow lab daughter, Stella.</i></p>	
10:00	10:30	<p><b>MARK NORRIS - "Go F.I.S.H."</b></p> <p>What does fishing and managing a cemetery have in common? It is much more than you think, so get ready to Go F.I.S.H.</p> <p><i>Mark is a native of Boone, North Carolina. Growing up in the Blue Ridge Mountains he developed a love for fishing at an early age. Throughout the many years of enjoying this hobby, he has learned life's greatest lesson... "Fishing teaches you more than catching". Mark graduated from Appalachian State University with a BS degree in Communications and completed his Masters of Divinity at New Orleans Baptist Theological Seminary. With over 30 years of professional speaking and a unique ability to provide guidance to foster a flexible and resourceful workplace, Mark models a powerful instructional tool which creates higher performing teams, increased productivity and a stable, enjoyable workplace culture. Mark has worked in deathcare management for the past 9 years. His passion is to help funeral homes and cemeteries be more competitive, more profitable, and provide the best possible service for the families they serve.</i></p> <p><i>So, grab your tackle box and fishing pole and Let's Go F.I.S.H. 🎣</i></p>	

10:30	11:30	<p><b>BRUCE GODDARD - "View from a Hearse"</b></p> <p>Bruce uses real life stories to discuss important lessons he has learned in the death care profession after many years of experience through the lens of a funeral director with a lifetime of experience. He will discuss things that have changed and things that will never change.</p> <p><i>Bruce Goddard is a fourth generation funeral director and former owner who retired in 2021 after almost 45 years in the profession. For the last 23 years of his career, Bruce was employed with Service Corporation International where he was a Senior Managing Director with responsibility for hundreds of funeral homes and cemeteries throughout the United States, hundreds of millions of revenues and thousands of associates. Bruce graduated from the University of Georgia in 1976 with a Bachelor of Business Administration and graduated in 1977 from Gupton Jones College of Mortuary Science. He and his wife Kathy have been married for almost 45 years. They have three children and nine grandchildren. For the past several decades, Bruce has been a much in demand speaker, having inspired, motivated and entertained thousands throughout the United States. He has authored two books; "View from a Hearse - Lighten Up!" and "The Legacy of Eulan Brown." Bruce has been hosting a podcast since the beginning of 2022 entitled "View from a Hearse" with a widely dispersed audience throughout the US.</i></p>	
12:45	1:15	 <p><b>DEBBIE HOLMES - "Argent Trust Presents: Update on new TN Cemetery Trust Laws"</b></p> <p>Debbie will provide an overview of the changes in the trust laws in Tennessee which were introduced and passed by the Cemetery Association of Tennessee this year.</p> <p><i>Debbie joined Argent in February of 1992. As Vice President and Trust Officer, she oversees and administers funeral and cemetery trust accounts. She hold an M.A. in Human Relations and Supervision and B.S. in Accounting from Louisiana Tech University.</i></p>	
1:15	1:45	<p><b>JODIE DUPREE - "Touring the Possibilities"</b></p> <p>Jodie will cover the importance of and what makes a really good cemetery tour, including the 3 things you should always do on a cemetery tour and the 3 things you should never do on a cemetery tour.</p> <p><i>Jodie Dupree has nearly 25 years of experience in the funeral and cemetery industry as a licensed funeral director and cemeterian with almost all of that with SCl in North Carolina. He has served in a number of capacities including funeral preneed sales counselor, cemetery sales counselor, sales manager, regional sales manager, at need funeral director, cemetery and funeral home manager and for the last 10 years has served as market director overseeing funeral homes, cemeteries and crematories in North Carolina, South Carolina and Georgia. He currently overseas the day to day operations and sales of 50 locations in North Carolina with an annual revenue of nearly \$51,000,000 and annual sales production of \$30,000,000. He resides in Clayton, NC just outside Raleigh and has been married over 31 years and has three adult children including a daughter who is also a funeral director, as well as herself being an annual million dollar sales producer.</i></p>	

## TUESDAY, JULY 26

### **NINA PERRY - "Look What I Inherited"**

Are you up for a few minutes to think outside the box??? Let's take a look at some real-life situations we all deal with.

In our beloved profession every day brings us a new experience, or a new opportunity. Let's take an honest and open look at how we are presenting Cremation Placement. Do we ASSUME that every direct cremation is going home with the family? Do we paint the picture of what could be an honorable way to memorialize our loved ones? There are dozens of questions we can ask ourselves with each cremation family we serve.

*Nina Perry started her career in Funeral service 15 years ago while looking for a way to have a purpose from her pain. She has since had the honor of helping thousands of families put an intentional plan in place. During her time as a pre-arrangement counselor, she experienced the laboring and rewarding hours of turning a small cemetery into a thriving and respected Memorial Garden for the community to have a healing and meaningful way to honor and remember their loved ones. She has also taken on a new funeral home/cemetery combination and turned it into one of the most successful and utilized funeral homes and cemeteries in the county. After being given an opportunity to move out of state and build a new team of counselors for a new company acquisition, she returned home to Tennessee. Most recently, Nina has been promoted once again and is now Sales Manager over five locations in south Mississippi. She continues to share her passion for the profession with her colleagues, families she serves and the team she leads. Nina says she has an obligation to share with every family the purpose and value of prearranging, the need for every loved one's placement and memorialization, and build teams of family service counselors to emulate her passion for helping people. Nina enjoys college sports (when her team is winning), gardening, hummingbirds, and says the beach calls out to her daily.*



8:45

9:15

### **ERIC ANDERSON - "Memorialization - More Than Just Names and Dates"**



*Eric Anderson serves as Vice President of Holly Hills Inc., Past President of the NCCA, and current treasurer of the NCCA PAC. He and his wife Megan, General Manager at Holly Hill and current Secretary of the NCCA, have been married for 15 years and have 2 children, Eric Jr, 14, and Mayci Grace, 12. Originally from Wilmington, NC, the family moved to Thomasville, North Carolina, in 2017 and planted their roots in the community where Eric serves as the 9th-grade youth leader and teaches at his church. He and Megan serve on various committees and assist with multiple local non-profits within their county.*

*Eric's sales career began at ground level with direct sales and a set of cassette tapes from the 1970s. He was self-driven to grow and learn every aspect of management, communication, sales, and business. Never being satisfied or complacent, Eric found that once he'd reached the pinnacle with a certain company, he sought more and moved on, which gave him a plethora of opportunities and experiences to draw from when he left a very lucrative role as the Sales Manager of a large metal roofing company to join SCI in 2011. This move was motivated*

*by a faltering economy, 2 young children at home, and the desire to join an industry that would always provide for his family.*

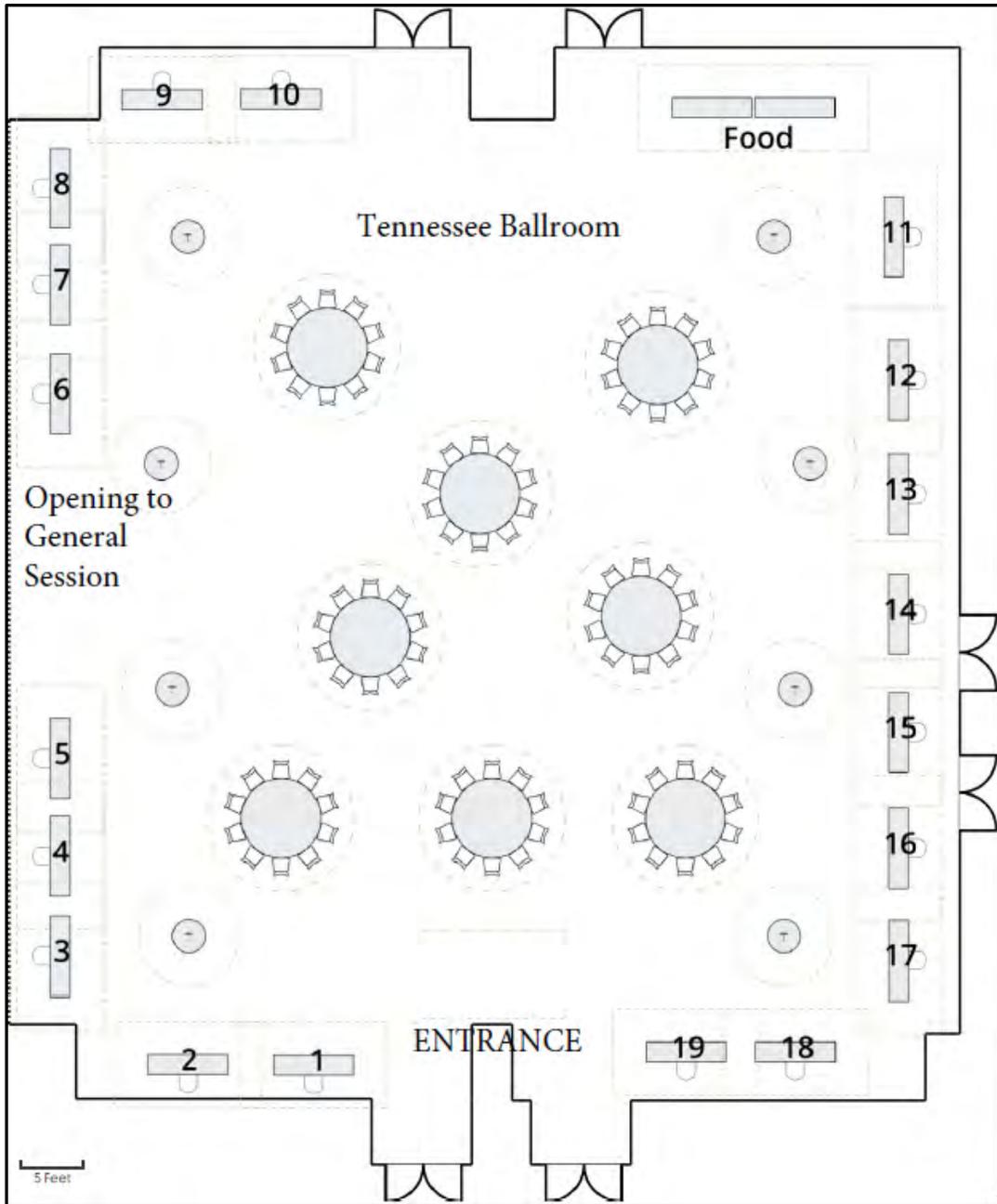
*After great success and accumulating a wealth of knowledge at SCI, Eric and Megan made the decision to leave the corporate side of our industry to allow for Eric to have more time with his growing children, and they moved to middle Tennessee, where he served as the Area Sales Manager for the Blevins' family. Whereas Megan loved TN, Eric missed NC and yearned to be closer to the coast so he could surf and they could be closer to family. So in 2017, they got a call from a mutual friend about a beautiful cemetery in a small town in NC, and they've since fallen in love with the area and people.*

9:15

9:45

<p>10:00</p>	<p>10:30</p>	<p><b>ALLAN LEGARD - "Phone Prospecting: Persistence or Procrastination?"</b></p> <p>Do you look for anything else to do during your workday other than calling prospects? Why is this so difficult for most to do? What do you say and what questions should you ask when calling a prospect? In this session you will discover practical helps and insights along with what not to say that will increase your sales.</p> <p><i>Allan Legard started his cemetery and funeral advanced planning in 2010 with SCI. In 2015 Allan joined Family Legacy Parklawn Corporation in Hendersonville TN where he continues to serve families by God's grace. His first career was in automotive collision repair with the same employer for 31 years. Many life lessons and principles of his former profession have been applicable to Allan's success in the death care industry. He and his wife, Nancy have 3 children and seven grandchildren.</i></p>	
<p>10:30</p>	<p>11:00</p>		<p><b>TAMALA RANDOLPH - "Value Based Selling and Pricing"</b></p> <p><i>Tamala's passion for this industry can be traced back to her college days when she first started as a telemarketer. While trying just about every position in the industry, including sales, funeral home and maintenance, she found her knack in administration. Currently serving as the AVP of Administration for Stonemor with states from Alabama to Wisconsin, she spends a lot of time learning about all the different laws, culture and value differences for each state and location.</i></p> <p><i>She believes that your position or department does not have anything to do with serving the people put in our path. We are in a service-based industry and everything we do is in service to others, our families (which consist of our peers), employees and those we serve, both in business and at home.</i></p>
<p>12:30</p>	<p>1:00</p>	<p><b>TARA BESSLING - "Cemetery Events - The Circle of Life"</b></p> <p>Cemeteries are often only known as the final resting place for loved ones that have passed away, but they can also be recognized as the true circle of life. The circle of life allows memories to be made and cherished throughout someone's entire life and not only at the end. We do not want the only time people visit a cemetery is when they are hurting or experiencing emotional pain. When we have experiences in life that only remind us of pain, we will generally stay away from those physical and emotional places. As entrusted care takers of sacred land, we have the ability to make the cemetery a place where children can come and learn about different species of trees or veterans to be honored on Memorial Day and Veteran's Day. Whatever the event, it allows people to begin associating positive emotions and feelings when visiting a cemetery. It will become a place that is familiar and non-threatening. When a family has to make a decision where their family will be laid to rest, those feelings of comfort and familiarity will help them chose your cemetery as their final resting place.</p> <p><i>Tara Jones Bessling joined the NorthStar Memorial Group family in June 2007 as the General Manager of Spring Hill Funeral Home and Cemetery in Nashville, Tennessee. In 2019, her role expanded as the Area Operations Director of Tennessee. These responsibilities include Spring Hill Funeral Home and Cemetery, Memorial Park Funeral Home and Cemetery, and Smart Cremation of Memphis. She is a member of Long Hollow Church, the 2013 past president of the Madison Rivergate Chamber of Commerce, and board member of the Southern Cemetery, Cremation and Funeral Association. Tara graduated from John A. Gupton Mortuary College in 1996. Her passion for serving others is what has allowed her to continue in the funeral profession for many years. Tara is a proud mom to Callie &amp; Matthew. Outside of work, Tara enjoys being outdoors and spending quality time with her family and friends.</i></p>	

# VENDOR LAYOUT



## Table Top Exhibits

2	AEON Manufacturing Co Inc	11 & 12	Matthews Memorialization
No display	AGG Restoration	8	Memorial Business Systems
6	Argent Trust Company	10	OM Stone
No display	Axiom	9	Pearl's Premium Lawn Seed
4	Cemetery Funeral Supply	17	PlotBox
19	ColdSpring USA	7	Precoa
13	Cressy Memorial	1	Ring Ring Marketing
14	Eco Cremation Designs	15	Salem Stones Inc
5	Express Funeral Funding	16	Vantage Products
3	Flowers for Cemeteries	18	webCemeteries



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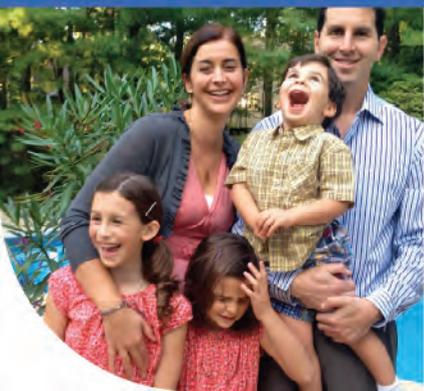
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## TAMALA RANDOLPH

*Area Vice President of Administration, Central Division  
StoneMor Inc.*

Tamala truly represents the embodiment of StoneMor's Core Values in every possible way. She has had a passion for the industry since her early college days. In her position with StoneMor, she spends much of her time learning about the different laws, culture and value differences for each state and StoneMor location. With her territory running from the state of Alabama up to Wisconsin, there is a great deal of information to learn and help apply to every aspect of how StoneMor meets the caring needs of our customers.

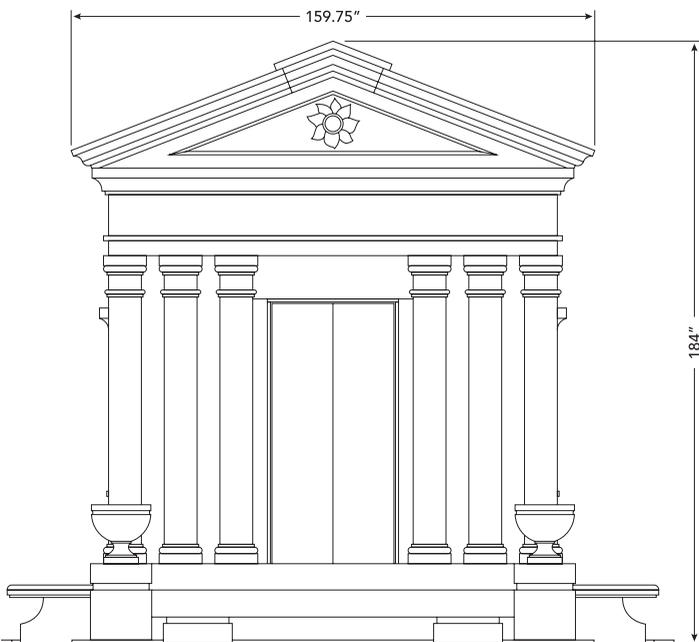
Tamala strongly believes that being of service to all others, and especially the families we have the honor to serve at their time of need, is the greatest gift possible



FOR MORE INFORMATION VISIT US AT: [memorialplanning.com](http://memorialplanning.com)

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BRONZSTONE CATALOG

1:00	1:30		<p><b>BIRD HODGES - "The In's and Out's on Maintaining a Cemetery"</b></p> <p><i>Bird Hodges is a native and lifelong resident of Statesboro, Georgia, graduated from Statesboro High School in 1970, went to South Georgia College and got a degree in Criminal Justice in 1974. He graduated from Gupton Jones College of Mortuary Science and became a licensed Funeral Director/ Embalmer in the State of Georgia.</i></p> <p><i>He owned and operated Hodges-Turner Funeral Home from 1976 to 1993, owned and operated Bulloch Memorial Gardens from 1979 to 1993, and owned and operated Smith –Tillman Mortuary from 1990 until 1993.</i></p> <p><i>He has been President of the Georgia Funeral Directors Association, Statesboro Rotary Club, Bulloch Lions Club, is a member of the Statesboro First United Methodist Church where he has served on most all the committees. He is currently serving as Board Director for Park Avenue Bank and the Coastal Empire 200 Club.</i></p> <p><i>Bird worked very closely with the Georgia State Board of Funeral Service, the State Board of Cemeteries, Georgia Funeral Directors Association, the Secretary of The State of Georgia and the Attorney General's office over the years</i></p> <p><i>He has been married to Betty Deloach Hodges for 49 years, and they have a son and daughter-in law, Jay and Summer Hodges and three grandchildren.</i></p> <p><i>He is currently a former owner/consultant with Service Corporation, working on special projects.</i></p>
1:30	2:00	<p><b>KEVIN ARMISTEAD – "When Two Hearses Meet"</b></p> <p>Think about one of the most awkward situations you'll run into on your cemetery grounds while serving families. This is definitely not the place you want to find your grounds team in.</p> <p><i>Kevin Armistead was privileged to grow up in a household where nothing was normal. His father was always looking for new and innovative ways to make a living on a very progressive family farm operation, and his mother was a picture of joy and determination. This environment allowed his imagination to roam, and he always enjoyed the challenge of trying new things.</i></p> <p><i>He was introduced to the cemetery industry in 1986, and very quickly was dissatisfied with the "way things had always been done". He began to develop equipment and practices specifically for cemetery operations. Working with other industry professionals, things began to change in middle Tennessee.</i></p> <p><i>In 2004 Kevin had the opportunity to join a growing company in the Nashville Tennessee area. Never satisfied and always innovative, for 16 years he worked alongside Bill Gregory to build the operation that became known as Family Legacy.</i></p> <p><i>Currently Kevin is working for Coleman Tractor Company, a growing Kubota dealer in the Nashville Tennessee area. He resides in Gallatin Tennessee with his wife Renea, and they are nearby their 3 sons and 5 grandchildren.</i></p>	



**Special Thanks** to our Program Chair, Ben Upton for putting together the lineup of presenters. Ben did an amazing job, however he was unable to attend the convention due to work and family obligations.

Thanks are also in order for our emcee for the program, Nina Perry. We appreciate Nina stepping in to cover this important task in Ben's absence.

We are forever grateful for their commitment to the success of this convention!



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