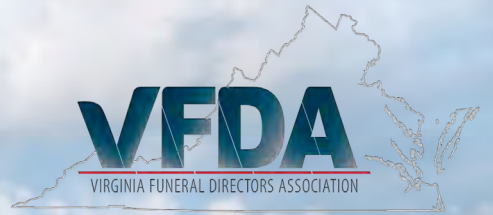


the

BULLETIN



APRIL | MAY | JUNE



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Share Your Story with the VFDA

To submit a story idea or share your news in the next issue of The Bulletin, contact Lacy Whittaker at info@vfda.net or (804) 264-0505.

A Message From The President

Greetings,

As I ponder the thoughts about what a year it has been for everyone, especially the funeral industry, the one word that comes to mind that to me best describes our members is “Perseverance”. Webster defines perseverance as a continued effort to do or achieve something despite difficulties, failure, or opposition: the action or condition or an instance of persevering: steadfastness. I believe all of us can find a part of this definition and relate to it as we reflect on a year that has been filled with challenges, uncertainties, and peculiarities.

This year has given me a true sense of renewed faith in how our association can truly rise to the occasion, think outside of the box, and persevere in times when other industries may have somewhat collapsed under pressure.

Although some things will never change, some things will never be the same. Looking at the scenario of this past year and what worked, what worked well, and what didn't work at all creates an opportunity to reformat our process and become better at what we do best.

It has been encouraging to watch colleagues “from a distance” relying on decades of friendships and professional networking as their resources for sharing ideas and strategies to serve our communities.

I encourage you to embrace the opportunities that continue to arise to further your knowledge and skills about new technologies and ways to serve in non-traditional capacities.

Being a part of our annual convention in June will prove to be an informative and a refreshing time of reconnecting. Please consider joining Sharon and me in Virginia Beach in June -- we are excited to host you there!

Thank you for allowing me to serve as your President this year. It has been an honor and a highlight of my career that I will never forget.

May blessings be abundant in your lives,

Marty & Sharon White
President and First Lady
Virginia Funeral Directors Association



A Message From The Executive Director

Dear Members,

As I write this message, we have finished celebrating Easter and the warmth of spring is upon us. It's a great feeling to be back with family and having small gatherings again.

I hope you feel comfortable to start meeting again, the VFDA certainly is and we look forward to seeing you in Virginia Beach. You may have noticed we are calling it the Reunion this year. It's an important distinction to us, as we want to emphasize the importance of getting back together again. Reunion just felt right. The spirit of the event is the same as our annual convention, and while it is a little shorter this year, we made sure to include the most helpful and all-time favorite events from conventions past.

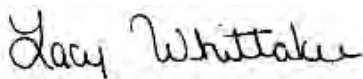
I'd like to thank our volunteers, committees and members for sticking with us and trying something new this year. It's a true testament to what happens when you approach a challenge with an open mind and a commitment to the association.

I am eager to see everything that's on the horizon for the Virginia Funeral Directors Association, including our renewed focus on growing our membership, providing quality programs and mentoring our young professionals so they are prepared to grow in this profession.

As always, feel free to reach out if you have an idea for us at the VFDA or if you have a question about how to get involved, how to find help or how to connect with your peers. If I've learned anything over the past year, it's that we can accomplish the extraordinary when we choose to work together.

I hope to see you at Virginia Beach in June! Remember to register in advance. Come early and stay late.

Take care,



Lacy Whittaker
Executive Director
Virginia Funeral Directors Association



Download the New VFDA Logo!

Need a copy of our new logo? Scan the QR code below to download a high-resolution version in multiple formats.



New Faces Around the Association

Welcome Christina Nash!

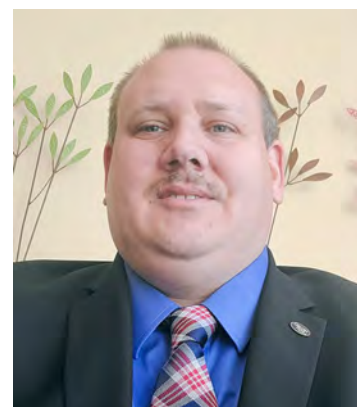
Christina will be assisting the Virginia Funeral Directors Association this summer. If you have attended the past VFDA conventions you have met Christina's smiling face at the registration desk. Please welcome Christina to the VFDA! You will hear her voice when you call and may receive e-mails from her as well.

Meeting Career Goals with New Dual Licensing Initiative

What kind of impact can a funeral director really have on someone? For Joseph Teets, funeral directors changed the course of his career.

In 1992, Teets attended his first funeral—a memorial service for his great-grandmother—and the directors in charge of the service went above and beyond to take care of his family and make sure everyone felt comfortable and supported while grieving their loss.

Now, thanks to the dual licensing initiative for Virginia, he has the opportunity to follow in the footsteps of the funeral directors from his past and serve grieving families in his own community.



Dual licensing in Virginia allows individuals to apply for either a Funeral Service License, Funeral Director License, or Embalmer License. This flexibility gives future funeral service professionals the option to pursue specific career goals or make tangible progress in their journey to earning their full Funeral Service License.

“After speaking with the Board of Funeral Directors & Embalmers about possible paths to licensing before my internship license expired, I decided the Funeral Director License was the best route for me to meet my goal of helping families,” Teets said.

“Now that I’ve passed my Arts exam, I can serve families as a funeral director and give back to my community while I continue to prepare and train for the Science exam.”

This license is the latest addition to his education and certifications which include an Associate of Applied Science degree in Funeral Service (earned with honors) from John Tyler Community College and a Bachelor of Science in Elementary Education and a master’s degree in teaching from Liberty University.

Since earning his Funeral Director License in March, Teets has joined the staff at Horne Funeral Service in Christiansburg, Virginia.

“Dual licensing made it possible for me to get to where I am in my career today. For me, I don’t think it’s a bad thing to allow people to choose the route that works best for their interests and goals.”

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NFDA Launches National Emerging Leaders Program

The National Funeral Directors Association (NFDA) launched the National Emerging Leaders Program on April 12 to help funeral service professionals develop leadership skills that will serve them well in any setting they may find themselves – their funeral home, their state or national association, their community, and beyond.

“The National Emerging Leaders Program will help developing professionals who will one day carry the torch in our profession, our businesses and our communities cultivate the skills necessary to lead with integrity,” said NFDA President R. Bryant Hightower Jr., CFSP. “Helping funeral professionals build sustainable businesses and become pillars in their communities is an integral part of NFDA’s mission and this program will go a long way toward developing future leaders.”

The NFDA National Emerging Leadership Program is open to all licensed funeral professionals, regardless of NFDA membership, from the United States and Canada who are still early in their careers (first-career funeral directors licensed 5-10 years or second-career funeral directors licensed 3-8 years).

This year-long program for 20 select individuals will start and end at the 2021 and 2022 NFDA Leadership Conferences (the 2021 NFDA Leadership Conference is scheduled for August 1-4 in Charleston, South Carolina; 2022 dates will be announced later this year). In addition to meeting during the Leadership Conference, participants will meet virtually approximately eight times throughout the year to learn from experts, both from within the profession and from outside authorities.

The program features a practical and theoretical approach to advanced leadership topics. The curriculum, which is being developed in partnership with an expert consultant in leadership development, will cover topics such as mentorship, ethical leadership, employee relations, collaborative decision-making, strategic planning, servant leadership, communication skills, small business ownership, and more.

Participants will also have access to mentors, engage in high-level networking, and work with fellow program participants on a group project that will teach them to apply the skills they are learning in real-world scenarios.

The National Emerging Leadership Program requires an investment of \$1,500, which includes the registration fee for the 2021 and 2022 NFDA Leadership Conferences; approximately eight virtual sessions led by quality speakers and trainers; printed educational materials; CE hours; high-level networking with leaders in the funeral profession; and more. Participants will also receive up to a \$1,000 travel stipend to cover their travel and accommodations (i.e., airfare, hotel, meals) for the 2021 and 2022 Leadership Conferences.

Preliminary information about the NFDA National Emerging Leaders Program is available on the NFDA website, www.nfda.org/emergingleaders. Additional details, including information on how to apply for the program will be available on April 12. Applications are due May 15. Selected participants will be announced in early June.

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FEMA COVID-19 Funeral Assistance

What You Need to Know and How You Can Help

Individuals who incurred funeral expenses due to a COVID-19 related death after January 20, 2020, can now receive up to \$9,000 per funeral in reimbursement funds from the Federal Emergency Management Agency (FEMA). This reimbursement plan is part of the Coronavirus Response and Relief Supplemental Appropriations Act of 2021 and the American Rescue Plan Act of 2021 approved by Congress.

The application process, which opened on April 12, 2021, is managed strictly by FEMA and can only be initiated through a telephone hotline. Calls take about 20 minutes and applicants must provide documentation before being approved.

While funeral directors are not responsible for providing application assistance nor are they able to apply on behalf of a client or family, they can take an active role in educating their communities about this new assistance.



What You Need to Know

To qualify for reimbursement, applicants must be able to provide documentation that the death of their loved one occurred in the United States after January 20, 2020, with COVID-19 being listed as a cause of death. Phrases like “may have been caused by” or “was likely a result of” COVID-19 or COVID-19-like symptoms are considered sufficient.

They must also provide proof of funeral expenses that include the applicant’s name, the name of the deceased, the amount of the expense, and that those expenses were incurred after January 20, 2020.

Individuals may apply for reimbursement more than once if they are responsible for the funeral expenses of multiple deaths attributed to COVID-19. They can receive up to \$9,000 per funeral with a maximum of \$35,500 per application per state. If multiple parties paid for funeral expenses, they must apply for reimbursement using the same application.

Funeral expenses that qualify for reimbursement include but are not limited to transportation for up to two individuals to identify the deceased, transfer of remains, casket or urn, burial plot or cremation niche, marker or headstone, clergy or officiant services, ceremony arrangement, use of funeral home equipment or staff, cremation or interment costs, and costs associated with producing and certifying multiple death certificates.

Pre-planned, pre-arranged and pre-paid funerals along with any source of payment made in anticipation of a future death are not eligible for reimbursement under this assistance.

How You Can Help

Funeral directors are not tasked with administering application assistance. Businesses are also strictly prohibited from applying, so funeral homes and firms cannot apply to receive reimbursement for outstanding bills or fees owed. But advocacy and education can help grieving families across the state feel confident and at peace with the way they choose to honor their loved ones.

Now that applications are open, your firm can reach out to families you served over the past year and make them aware of the FEMA Funeral Reimbursement. You can also run ads in your local newspapers, on local radio, and share information on social media about this program.

Other ways you can step in and provide assistance include providing multiple copies of the documentation individuals will need if they wish to apply and helping families walk through the process of amending death certificates if needed to meet the minimal requirements for funding.

The FEMA Funeral Reimbursement program is open at least until 2025, with uncapped funds at the time of press to cover funeral expenses of any COVID-19 related death in the United States. This means a family who may not have been able to have the memorial service they truly wanted in the height of the lockdown can plan one at a later date, when they feel safe to do so, and still be eligible to receive this reimbursement. It also means that families who may be on a strict budget may have more margin to plan the funeral they want versus one they have to settle for due to funding.

Funeral service professionals are a key resource for helping share about this important program and having at least one colleague available to field calls and questions about the dos and don'ts of the application process would be highly beneficial to both your firm and your community.

Additionally, the National Funeral Directors Association created a FEMA COVID-19 Funeral Assistance toolkit for its members that includes a customizable press release for local media, print newspaper ads, social media graphics, a conversation guide for directors, template letters to send to families and more. You can access it with your log in credentials online.

FEMA Resources

COVID-19 Funeral Assistance Line
844-684-6333
TTY: 800-462-7585

Hours of Operation
Monday - Friday
9 a.m. to 9 p.m. Eastern Time

Website
[fema.gov/disasters/coronavirus/economic/
funeral-assistance](https://fema.gov/disasters/coronavirus/economic/funeral-assistance)



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Virginia Funeral Directors Association

2021-2022 Committee Sign-Up

The Virginia Funeral Directors Association is looking for members to serve on the following committees for the 2021-2022 year. Most committees meet online or occasional conference calls. If you currently serve on a committee(s), you must sign up on this form to remain on a committee (all current committee members will be removed).

Please review the following, fill out and return to the VFDA office at info@vfda.net.

- Bylaws & Ethics Committee**
Review association by-laws and rules. Draft amendments as needed and makes recommendations to the Association's Board of Directors. Investigates ethical complaints and reports findings to board. Meets 2-3 times and as needed.
- Convention Committee**
Oversee the initial planning of the annual Association convention. Makes recommendations to the Virginia Funeral Directors Association Board of Directors on locations, events, excursions and assists with exhibits hall as needed. Volunteers during the annual convention as needed.
- Credentials Committee**
Formulates action plan and assists with logistical support with convention continuing education, voting processes, by-laws approvals have ballot, collects and tabulate nominations. Meets 3-4 times and works during convention as needed.
- Disaster Response**
 1. Two-person team to respond to the Offices of the Chief Medical Examiner at its request to assist them in expertise, logistics, and manning phones as needed.
 2. Response to the Commonwealth's Family Assistance Center would be immediate and would be able provide the following.
 - a. Resource materials of funeral directors throughout the Commonwealth and the United States.
 - b. Resource materials for out of country transportation and protocols.
 - c. Coordination of FAC counselors and OCME DRT team members.
 - d. Provision of counsel with victim families and responding to their questions and needs.
 - e. Offering assistance to various commonwealth organizations to facilitate their needs.
- Endorsements Committee**

The Endorsements Committee strives to represent the VFDA, the individual funeral home and other funeral service professionals by taking a proactive role in providing our members enhanced and competitive products and services through the use of endorsements and member benefits.

Endorsement- An endorsement is a mutually beneficial agreement between a vendor and the VFDA (The Association) for an endorsement of a product or service. The relationship requires a formal written agreement setting out the terms of the endorsement and must be signed by an authorized agent of the sponsor and by the VFDA President or designee.
- Finance Committee**
Develops Association's Annual Operating Budget, reviews financials monthly, and makes recommendations as needed.

(continued on the next page)

- Leadership Advisory Committee**
This committee serves as a “think tank”, bringing items and sources together to create opportunities to funeral service professionals and members of the association. This committee is also design to give members opportunities to participate in a leadership role in the association. These leaders would then be the alternate voice to the association and districts.

- Legislative Committee**
Moderates state and national legislative and regulatory actions that impact the profession as well as association management. Meets 2-3 times and more frequently during the Virginia General Assembly session. Members need to be available to assist with lobbying as needed.

- Membership Services/Outreach Committee**
Identify prospect, assist in recruitment and renewal efforts, and assures programming meets needs of members. Seeks ways to communicate the association’s goals and objectives as well as the professional standards of its members to the community. Organizes community service activities and funeral home visits. Meets 2-3 times and as needed.

- Professional Development Committee**
Develops an education curriculum that fulfills CEU requirements and is consistent with the mission of the association. Meets as needed 4-6 times and covers educational programs.

- Service of Remembrance Committee**
Responsible for planning and execution of S.O.R. during the Annual Convention. Determines order of service, speakers, music, and video.

- Sponsorships Committee**
A sponsorship is a mutually beneficial agreement whereby the sponsor receives value in return for cash or goods or services-in-kind provided to the Association. Sponsorship options include, but are not limited to, the Association’s annual convention and expo, the Winter Conference, the President’s trip, quarterly Association board meetings and educational offerings by the Association. The relationship requires a formal written agreement setting out the terms of the sponsorship, including any recognition to be provided to the sponsor, and must be signed by an authorized agent of the sponsor and by the VFDA President or designee. Sponsorships do not imply endorsement of products or services by the Association and does not imply any exclusive arrangement with the Association.

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Phone #: _____

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2021 Award Nominations

Virginia Funeral Director of the Year

A special award bestowed upon a VFDA member, recognizing his/her professional skills and talents displayed through involvement at the local, state and national level. This award is an honor, above all others, presented to the funeral licensee by his/her peers, citing expert leadership and professional integrity displayed within the funeral service profession. Our nominee should be a funeral licensee who has served within the Virginia Funeral Directors Association, in various capacities. This individual should have displayed a dedicated spirit in the name of funeral service, for the collective good of our VFDA Membership and possess forethought for our future advancement. The nominee should be an association member in good standing and have not received the award in the past 10 years.**

Award recipients and their guests must be registered for the Banquet installation of officers and awards ceremony on June 14, 2021.

Golden Licensee

The Virginia Funeral Directors Association, Inc. will honor those individuals who have contributed fifty, fifty-five, sixty, sixty-five, seventy or more years of service to the funeral service profession. These individuals have actively participated in charting the course for our future, and have contributed greatly to our history and tradition. These individuals are association members in good standing.

Intern of the Year

The “Intern of the Year” award, which is open to all interns working in a VFDA member firm. The member firm must be in good standing. Member firms should nominate those outstanding interns who go above and beyond in their firm and community. All “Intern of the Year” nominees will be invited to the VFDA Annual Banquet on June 14, 2021 at no charge. This is a great opportunity for your firm to recognize the rising stars and an opportunity for nominees to attend the 133rd Annual VFDA Reunion.

Rookie of the Year

The Virginia Funeral Directors Association (VFDA) is excited to announce a funeral service award sponsored by the VFDA for all association district members. The “Rookie of the Year” award will be open to all district members who have five years or less experience as a licensed funeral director currently in the funeral service profession. Your district is responsible for nominating your district “Rookie of the Year” and submitting that information to the VFDA office by May 14, 2021. All “Rookie of the Year” nominees will be invited to the VFDA Annual Banquet on June 14, 2021, at no charge. This is a great opportunity for your district to recognize the rising stars and an opportunity for nominees to attend the 133rd Annual VFDA Reunion.

Virginia Funeral Supplier of the Year

A special award bestowed upon a VFSA member, recognizing his/her professional skills and talents displayed through involvement at the local, state and national level. This award is an honor, above all others, presented to the funeral supplier by his/her peers, citing expert leadership and professional integrity displayed within the funeral service profession. Our nominee should be a funeral supplier who has served within the Virginia Funeral Sales Association, in various capacities. This individual should have displayed a dedicated spirit in the name of funeral service sales, for the collective good of our VFDA and VFSA memberships and possess forethought for our future advancement. The nominee should be an affiliate member in good standing with the VFSA.

NOMINATE YOUR PEERS AND COLLEAGUES!

Please consider nominating your peers for the awards listed in this year’s brochure. Forms for these awards can be found on the VFDA website at. All nominations are due May 14, 2021.

Past Presidents Council Scholarship



• P.O. Box 395 • Hanover • Virginia • 23069 •
Phone: (804) 264.0505 • Fax: (804) 264.3260

2021 Past Presidents Council Scholarship Application

The VFDA Foundation is offering a \$750 scholarship to future funeral directors and those in the funeral profession to be used toward tuition, books/supplies or National Boards exam fees. Scholarship(s) will be awarded each year based on the amount previously approved by the Past Presidents Council. Applicants will receive consideration without discrimination of race, creed, color, sex, age, marital status, national origin or handicap. Tell your friends! Apply today!

Qualifications for the Scholarship:

1. Virginia resident.
2. Employed and endorsed by a VFDA member firm in good standing.
3. Supporting documents.
4. 2.0 grade point average (on 4.0 scale)
5. Short paragraph: "Why I Chose Funeral Service as My Profession."
6. All applications/essays must be submitted to info@vfda.net by **May 14, 2021**.
Late or incomplete applications will not be considered.
7. Scholarships will be awarded at the sole discretion of the Scholarship Committee of the Board of Trustees of the Virginia Funeral Directors Association Foundation based on the evaluation of the above-named items.

Name (First/Middle/ Last) _____

Address _____

City, State, Zip _____

Firm _____ Endorsement Signature _____

Telephone _____ Fax _____

Email _____

Last Chance to Reserve Your Room for Reunion

Set your watch for the Virginia Funeral Directors Association's 133rd Reunion because it's time for us to get back together! The Reunion kicks off on Sunday, June 13, at the Marriott Virginia Beach Oceanfront Hotel.

We have reserved a block of rooms for members planning to attend at a discounted rate of \$239 per night, but you must make your reservations by Monday, May 17. Our discounted rate applies to dates booked between Tuesday, June 8, and Saturday, June 19, so mark your calendar and make your reservations soon!



All Aboard Our Sunset Spectacular on the Spirit of Norfolk

Are you planning to attend the 133rd Annual Reunion in June? Then set sail with Marty and Sharon White on the Spirit of Norfolk for an unforgettable evening on the Elizabeth River. The two-hour cruise includes a chef-prepared dinner, views of the Navy's mighty Atlantic Fleet, onboard entertainment, and breathtaking scenes from the skyline deck.

Help us celebrate Marty's presidency and kick off the Reunion in style at this sunset spectacular. Seating is limited, so attendees may only bring one additional guest on this experience. You must pre-register for the Sunset Spectacular and must be registered to attend the full Reunion in order to attend this event.



Stay up-to-date on industry news, continuing education events and what's happening with the VFDA by following us online at www.vfda.net and on Facebook at www.facebook.com/virginiafuneraldirectorsassociation

2021-2023 Calendar of Events

May 13, 2021	4:00 p.m. District Officers Meeting, Zoom Conference Meeting
June 13-15, 2021	133 rd Annual VFDA Reunion, Marriott Virginia Beach Oceanfront The Cavalier, a Marriott Autograph Collection Hotel, 4200 & 4201 Atlantic Ave., Virginia Beach, VA 23451
January 23-24, 2022	VFDA Winter Conference, Marriott Richmond Short Pump
June 12-15, 2022	134 th Annual VFDA Convention, Marriott Virginia Beach Oceanfront The Cavalier, a Marriott Autograph Collection Hotel, 4200 & 4201 Atlantic Ave., Virginia Beach, VA 23451
June 11-14, 2023	135 th Annual VFDA Convention, Marriott Virginia Beach Oceanfront The Cavalier, a Marriott Autograph Collection Hotel, 4200 & 4201 Atlantic Ave., Virginia Beach, VA 23451

(Dates subject to change)

Save the Date!
133rd Annual VFDA Reunion
June 13-15, 2021



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In Remembrance

Blue Ridge Funeral Directors Association

April 1, 2021

Brenda Cockram McConnell

Mother of Lee Weaver, manager of Oakey's South Chapel

Roanoke, Virginia

Central Virginia Funeral Directors Association

March 5, 2021

Rosa Richardson Stephens

Tidewater Funeral Directors Association

February 12, 2021

Betty Page Bristow

Friend of the Virginia Funeral Directors Association/ Richmond Times Dispatch

February 26, 2021

Glenda J. Hite



CELEBRATION OF LIFE AT THE 133RD ANNUAL REUNION

Plan to join us for a Celebration of Life memorial event on Monday, June 14, at the 133rd Annual Reunion. Our luncheon will begin promptly at 1:30 p.m. followed by the Celebration of Life event at 2:30 p.m., where we will honor the memory of those we have lost in the past year.

If you have someone you would like to include, please submit a photo of your loved one to be included in the Celebration of Life memorial video to lwhittaker@vfda.net before May 31, 2021.

This year's Celebration of Life service is sponsored by Provider Horizon Trust, Messenger, and Funeral Home Gifts.

Discover Our Districts Across the Commonwealth

Blue Ridge District Funeral Directors Association

President

Michael Rorrer

McCoy Funeral Home

mccoyfuneralhome@verizon.net

Vice President

Jonathan Stilwell

John M. Oakey & Son, Inc.

jonathan@johnmoakey.com

Secretary-Treasurer

Jeff Wolfe

John M. Oakey & Son Inc.

jeff@johnmoakey.com

Meetings are held on the third Tuesday in January, March, May, July, and September. Installations in July.



Blacksburg

Central District Funeral Directors Association

President

Kaylinn Bezenar

Morrissett Funeral & Cremation Service

kaylinn@morrissett.com

Vice President

Margaret Edie

Morrissett Funeral & Cremation Service

margaret@morrissett.com

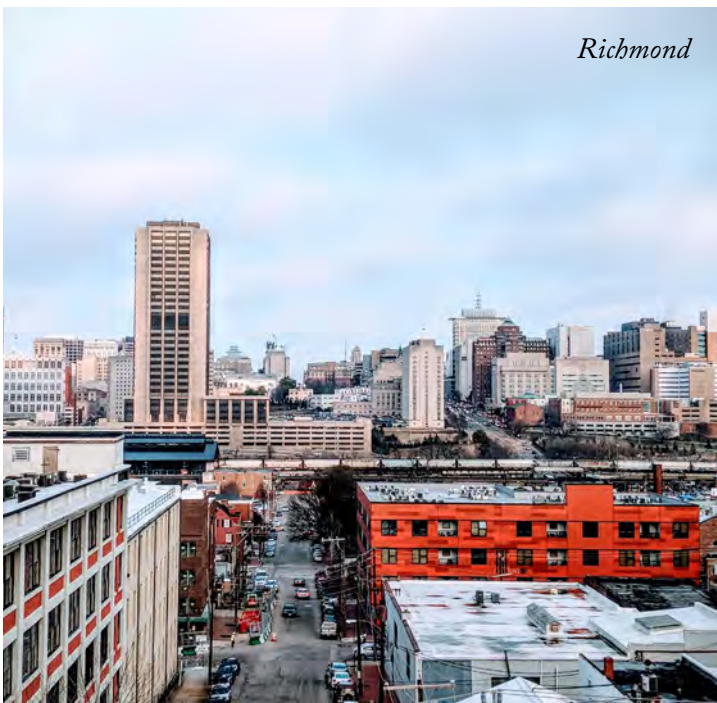
Secretary-Treasurer

Daniel Woodfin

Bliley's Funeral Home

dwoodfin@blileys.com

Meetings are held on the second Tuesday in January, March, May, July, September, and November. Installations in November.



Richmond

Discover Our Districts Across the Commonwealth

Leesylvania State Park



Northern District Funeral Directors Association

President

Benjamin Hinkle

Mountcastle-Turch Funeral Home
ben.hinkle@mountcastleturch.com

Vice President

Tyra Baker Thompson

Chinn and Baker Funeral Home
tyrabt@yahoo.com

Treasurer

Cachet Hammond

Meetings are held on the first Wednesday in March, June, and September. Installations in June.

Shenandoah District Funeral Directors Association

President

Neal Wong

Johnson Funeral Service
nwong@johnsonfs.com

Vice President

Jay McIntyre

Reynolds Hamrick Funeral Homes & Crematory
jrmcintyre685@gmail.com

Secretary

Charlie Rimel

Henry Funeral Home
charlierimel89@gmail.com

Treasurer

Daniel Chapman

Johnson Funeral Service
dchapmanp@gmail.com

Meetings are held on the third Thursday in January, March, May, September, and November. Installations in May.

Bridgewater



Discover Our Districts Across the Commonwealth

Southside District Funeral Directors Association

President

Paul Spiggle

Robinson Funeral Home
spigglefam@aol.com

Vice President

Butch Gatewood

Norris Funeral Services
butch.1947@hotmail.com

Secretary-Treasurer

Les Powell III

Powell Funeral Home, Inc.
lespowell111@gmail.com

Meetings are held quarterly and determined by the district. Installations are also determined by the district.



Southwest District Funeral Directors Association

President

Tyler Bailey

Frost Funeral Home
tylersbaileyfh@gmail.com

Vice President

John Britton

Mullins-Sturgill Funeral Home
monumentsservices@yahoo.com

Secretary

Marty Hagy

Hagy & Fawbush Funeral Home
info@hagyfawbush.com

Meetings are held on the third Thursday in March, June, September, and December. Installations in June.



Discover Our Districts Across the Commonwealth

Tidewater District Funeral Directors Association

President

Eric Wray
E. Vaughn Wray
evaughnwray@gmail.com

1st Vice President

Stephanie Smith
sgs.rhsfh@gmail.com

2nd Vice President

PG Thomasson
pthomasson858@gmail.com

Secretary

Jamie Karpa
R. Hayden Smith Funeral Home
Jamiekarpa@gmail.com

Treasurer

Bryan Graves
HD Oliver
hdofh@aol.com

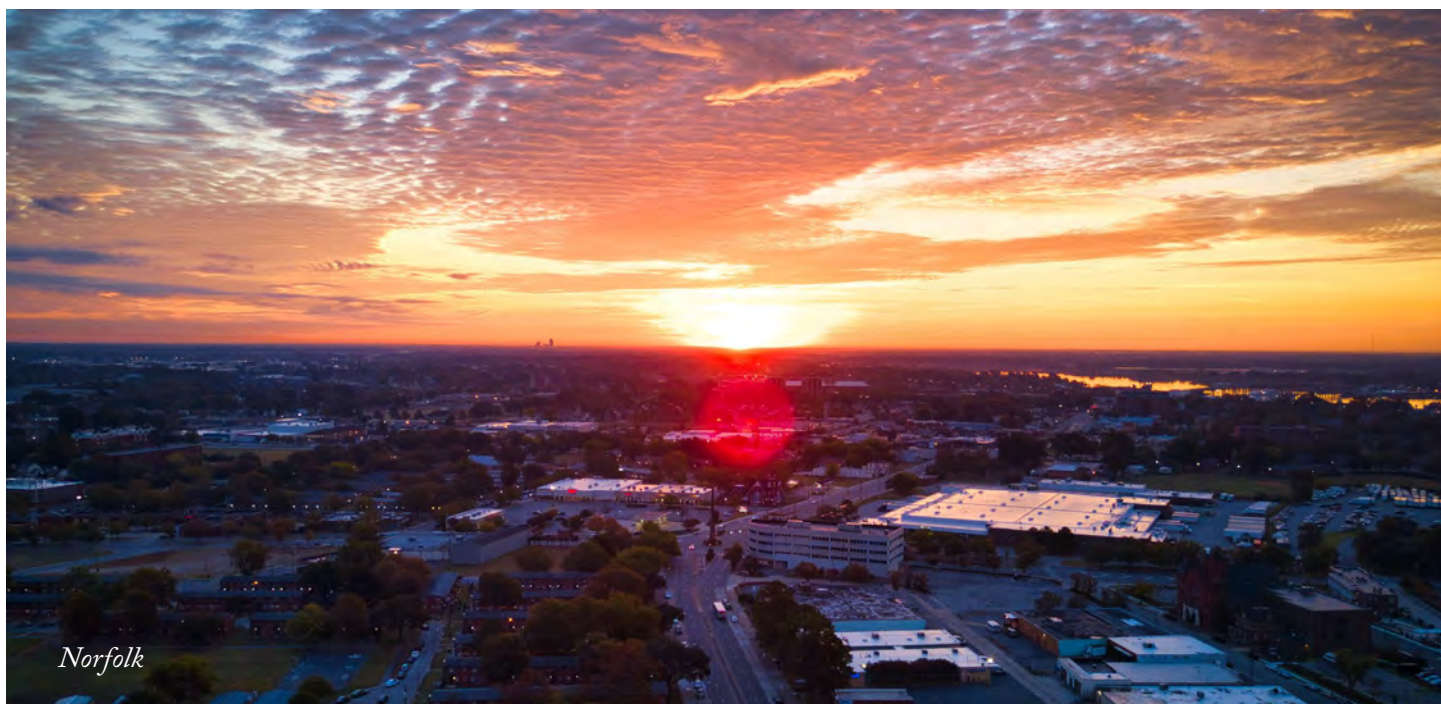
1st Year Director

Renee Battle
TE Cooke Overton Funeral Home
tecofh@aol.com

2nd Year Director

Danny Tstouris
Peninsula Funeral Home
danny@peninsulafuneralhome.com

Meetings are held on the third Monday in January, February, March, May, September, and October. Installations in April.



Norfolk

METROPOLITAN FUNERAL SERVICE INC.

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Advertise With Us

The VFDA is the leading state trade association for the funeral profession. Advertise today in our online membership directory, website: www.vfda.net, and in our Bulletin magazine!

The Bulletin is one of our most popular member benefits, reaching over 400 member firms. Don't miss out on these opportunities to reach Virginia's funeral professionals with your product and service messages! All funeral homes as well as suppliers can advertise with us.

Advertising Rates

We offer the following advertising opportunities in our publications and online. Listed rates are valid as of March 2021.

The Bulletin Magazine

- Full Page Ad - \$1,000
- Half Page Ad - \$900
- Quarter Page Ad - \$650

Membership Directory (Includes Online)

- Full Page Ad - \$1,000
- Half Page Ad - \$900
- Quarter Page Ad - \$650

Directory + Bulletin (All 4 Issues)

- Full Page Ad - \$1,500
- Half Page Ad - \$1,350
- Quarter Page Ad - \$975

Convention Brochure

- Full Page Ad - \$300
- Half Page Ad - \$200
- Quarter Page Ad - \$125
- Business Card As - \$85

Member-Exclusive Emails

- Four Email Package - \$900
- One Email - \$250

Website Ads

- Contact the VFDA Office for website advertising only.

Publication Deadlines

Publication

- The Bulletin APR | MAY | JUN
- The Bulletin JULY | AUG | SEPT
- The Bulletin OCT | NOV | DEC
- Email Advertisements

Ads Due

- April 19, 2021
- July 12, 2021
- October 11, 2021
- The 8th of the previous month

Art File Formats

- Please send your ad as an email attachment in one of the following high resolution formats: PDF or JPG (300 dpi at print size) to info@vfda.net.
- Microsoft Word format is not preferred.

Instructions

Complete the form on the next page with payment information and send to:

Virginia Funeral Directors Association
P.O. Box 395
Hanover, VA 2306



Advertising Opportunities Available

From the Desk of the Executive Director:

Thank you for the hard work and dedication you provide to make the funeral profession in Virginia the best it can be. Without you, our member firms would not be able to provide the care and comfort needed during times of loss.

I'm writing to you today to let you know of a new way you can advertise to those member firms. You can now advertise your company directly in our VFDA emails!

Our emails go out twice a month and include information about what's happening within our association, what's new in the profession in general, and member firm updates.

A few key benefits of our new email advertisements:

- You can offer time-sensitive promotions and discounts that require quick action
- You can promote seasonal products and content
- You can encourage online ordering if applicable to your business
- You can increase brand awareness
- Your details land directly in the inbox of your target audience

Email advertisements begin at \$250 per ad and you may bundle four of them to save \$100! Enclosed, you will find details about all of our advertising options and instructions on how to secure your next advertisement.

Thank you again for partnering with the funeral professionals in our state. If you have any questions, please don't hesitate to reach out.

ADVERTISER PAYMENT FORM

Organization Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

METHOD OF PAYMENT

Amount Enclosed: \$ _____ Ad Type: _____

Check Enclosed (payable to VFDA, VFDA Federal Tax ID #54-0419116)

VISA MasterCard AMEX Discover Expires: _____ Security Code: _____

Card #: _____ Zip Code: _____

Name on Card: _____


Signature: _____


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