



Clay Hugh New

May 28, 1941 - March 11, 2026

Clay Hugh New, age 84, of Decatur, Alabama, passed away Wednesday, March 11, 2026 at Decatur Morgan Hospital.

He was born May 28, 1941 to Harold New and Udell Stephenson Dooley in Lawrenceburg, Tennessee.

He was preceded in death by his mother; his twin sister, Ruth Owens; and two brothers, Laffy New and Lamar New.

He is survived by his special friend, Vicky New; his niece Kim Cox; his nephews, Ronny and Reggie Russell, Chuck New, and Kevin New; sister-in-law, Ann New.

He attended Grace River Church. He ran for State Assembly and other political offices. He was the Finance Campaign Manager for President Ronald Regan for 1970 to 1980. He served in the United States Navy and had over 2500 hours as a pilot. In January 2005, Clay founded Owner Elder Care after recognizing a growing need for quality support services for individuals and families in the community. His vision was to provide care with dignity, respect, and compassion. Under his leadership, the organization served countless individuals and became known for its commitment to helping others live fuller, supported lives.

A key part of Clay's success was the team he built around him. Tona Adamson faithfully served as the Director of Operations from 2005 until November 2023, playing an instrumental role in helping the organization grow and operate smoothly during Clay's years of leadership.

In 2013, Clay expanded his dedication to service by becoming the Executive Director of Pure Heart Home Care of Alabama, LLC, where he continued to lead with integrity, compassion, and a strong sense of responsibility toward both the individuals receiving care and the staff who served them. He remained in this role until his passing.

Clay will be remembered for his commitment to helping others, his leadership within the caregiving community, and the lasting impact he made on the lives of those he served.

His legacy lives on through the organizations he helped build and the many people whose lives were touched by his compassion and dedication.

Funeral service will be held Tuesday, March 17, 2026 at 1:00 PM at Shelton Funeral Home Chapel. Visitation will be one hour prior to the service in the Chapel. Burial will follow at Decatur City Cemetery.

Shelton Funeral Home had the Honor of assisting the family.

Cemetery Details

Decatur City Cemetery

Highway 20
Decatur, AL 35601

Previous Events

Visitation

MAR 17. 12:00 PM - 1:00 PM (CT)

Shelton Funeral Home Chapel
2105 Beltline Road SW
Decatur, AL 35601

Funeral Service

MAR 17. 1:00 PM (CT)

Shelton Funeral Home Chapel
2105 Beltline Road SW
Decatur, AL 35601

Tribute Wall

KH

“ I agree with Tona. He was a really good boss. I will miss him also. I wish his family and friends peace at this difficult time, I am so sorry for your loss.

Kimberly Harris - March 14 at 03:10 PM