

Caribbean CE

Kick your career into high gear with an educational cruise on the high seas!

The inaugural FSAC Education Cruise is fast approaching. Have you reserved your berth yet?

The Celebrity Reflection departs from Miami on January 24, 2015. Don't be left behind!

Providing the CE component of the cruise are Corinne Lavictoire (Inevitable Exodus), Codi Shewan (EverLearn Associates), Karl Wenzel (The Dodge Company), and co-presenters Mike Hepburn (Funeral Tech) and Jean Vaillancourt (Vaella Consulting). FSAC is in the process of obtaining provincial regulatory board credit amounts for each of the seminars. This information will be provided as soon as it is available.

Our accountant is lobbying the Canadian Revenue Agency (CRA) to allow the FSAC Education Cruise to qualify for business expense consideration. Please check with your accountant to determine what portion of the cruise expense can be claimed as a business expense. We will advise all FSAC members of CRA's decision on this matter once it is available.

Everyone who has booked, and who books in the near future, will enjoy a complimentary dinner for two at a Specialty Restaurant AND a martini tasting! Staterooms and suites with balconies are still available. Prices start at \$1,328 CAD per person. Taxes and port fees are included.

If you have already booked up for the cruise, you can start networking with fellow FSAC cruisers today! Visit the Celebrity Reflection **Roll Call**. It's your opportunity to find out who else will be on the cruise and make contact before the ship leaves port!

Get on board with this amazing CE opportunity! To learn more or to book your travel package, contact Steve Freer at 1-888-658-7447 or sfreer@cruiseshipcenters.com.

It's easy to register for the Roll Call!

To obtain your membership, visit:

<http://boards.cruisecritic.com/register.php?do=signup>

Once you have a membership, simply click:

<http://boards.cruisecritic.com/showthread.php?t=1983939>

Now you're ready to connect with fellow cruisers!

CE Course Options:

Treatment and Handling of Decomposition Cases

Karl Wenzel, CFSP, MBIE

A look into the handling and care needed for treating decomposition. A quick overview of the process of decomposition and how we as professional embalmers must care for these remains. A look at decomposition in severe decay and techniques used by modern embalmers to restore and prepare for viewing. A look at techniques used to handle disaster cases in which dismemberment and foul odours are present. We will look at several real time cases and openly discuss different methods of approach.

Power of 3 Words

Corinne Lavictoire

Like much of funeral service, visitations these days are not what they used to be. Join INEX in examining what the future holds for visitations and how we can work together to preserve the meaningfulness of this gathering.

The Pendulum Effect 2.0

Codi Shewan, CFSP

The Pendulum Effect, Codi's keynote at FSAC's 2014 annual convention, will be taken to the next level with hands-on, practical and implementable solutions, designed for you and for the challenges you face every day in your funeral homes! From client families to your team of employees, discover how to engage them in ever-evolving times!

Technology: Your Best Resource

Mike Hepburn and Jean Vaillancourt

Learn how to put technology to work for you! This course will focus on four key areas:

1. Efficiency and productivity
2. Marketing/merchandising
3. Revenue
4. Impact on family experience

Discover the four undeniable advantages to technology, and how to implement them at your funeral home.



The Funeral Service
Association of Canada
FALL 2014
L'Association des Services
Funéraires du Canada

The Outlook

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Private Member's Bill C-247

Jim Bishop, Chair, Government Relations Committee

The FSAC Board of Directors has been actively advocating in favour of Bill C-247: *An Act to expand the mandate of Service Canada in respect of the death of a Canadian citizen or Canadian resident*. This bill was introduced by Mr. Frank Valeriote and, if passed into law, would expand the mandate of Service Canada in respect of the death of a Canadian citizen or Canadian resident. Under the current system, there is no single point of contact to register the death of a Canadian. This inefficiency requires an estate representative to contact different administrations to report a death. Bill C-247 could streamline this process, thereby reducing costs and confusion for an estate representative.

Members of FSAC came to Ottawa in June when the Bill was first debated and sought support from all parties to vote the Bill through to committee. They hosted a press conference and met with a number of key Members of Parliament as well as policy staff in the offices of the Minister of Employment and Social Development, as well as the Minister of State for Social Development. Following their initial meetings, FSAC Board Members have participated in a number of important conversations with Service Canada to explore the finer details of the proposed Bill, and to seek ways the Government can better serve Canadians. These calls have been very productive in informing the government that the current system is insufficient. Canadians experiencing the loss of a loved one don't need the added stress of trying to navigate an outdated system with multiple layers. FSAC is committed to providing quality service for clients and this includes simplifying the death notification process.

During the discovery phase for this Bill, it has been noted that there will likely have to be some amendments to the Bill to strengthen it. For example, not all departments have access to SIN card information thereby altering the process by which the registration of a death to that department would have to occur. Ultimately, FSAC is keen to see the government provide a better road map for the death registration process.

Members of Parliament made comment during the debate that the Government recognizes that Service Canada needs to do a better job communicating the requirements around a death registration to Canadians. Also, it was confirmed that Service Canada will continue to work with FSAC and other stakeholders to create a more informed outreach so all Canadians can easily understand the process of registering a death.

It is with great encouragement that on Wednesday, October 8th, Bill-C247 was voted through the House of Commons to committee with no opposition. This is a positive step showing that all parties recognize the Bill as a common sense piece of legislation designed to reduce red tape for all Canadians. Bill C-247 will now be further analyzed by the Standing Committee on Human Resources and Skills and Social Development and the Status of Persons with Disabilities. FSAC has been invited to appear before the committee to provide further expertise on this issue. This is an excellent opportunity for FSAC to maintain their relationships with members of the Ministry of Employment and Social Development, and to continue to establish as an important voice on Parliament Hill.

President's Message

Phil Fredette, CFSP

As FSAC President, I have the opportunity to meet funeral professionals from across this great country. Spending time in the provinces helps me learn about the regional and provincial issues that affect my Canadian colleagues.

The practical benefits of these encounters led the association to create a policy allowing the FSAC President to attend Annual General Meetings in each province every other year.

On September 10, FSAC Executive Director Roberta Sulpher and I attended the Corporation des thanatologues du Québec's (CTQ) Annual General Meeting. I had the great privilege of addressing delegates and bringing greetings from the national association.

In my remarks to CTQ delegates, I stressed that FSAC is working to become fully bilingual in all publications and communications. One of our goals is to increase FSAC membership by five percent. We want to welcome more funeral directors from Francophone Canada. Members calling the national office can be served in either official language. Over time, our website, newsletter, emails and other publications will be published in English and French. Offering fully bilingual communication will allow Francophone funeral directors to participate, volunteer and see the value in belonging to the national association. It also enables them to support our efforts in Ottawa. FSAC continues to lobby the federal government for increased benefits for Canada's veterans. Funeral professionals from every province serve these veterans and their families. Without a strong, Canadian voice—in both official languages—we face an uphill battle in our fight on behalf of veterans.

It was wonderful to see old friends and make new connections at CTQ. Quebec funeral directors are very forward-looking and passionate about the big issues affecting the profession. I truly appreciated the opportunity to learn about funeral issues in Quebec and was inspired by the professionalism on display. Quebec funeral directors are committed to bettering their profession in order to better serve the families in their community.

During my time in Quebec, I was made to feel at home by many of my colleagues. I would like to single out a few individuals for a heartfelt thank you for their hospitality and kindness:

Marie-Eve Garneau, FSAC Board Member for Quebec
[Valerie Garneau](#), Présidente, CTQ
Nathalie Samson, Directeur générale, CTQ
Richard Hébert, former FSAC Board Member for Quebec
Joseph Moynham, Salon funéraire Rideau
Genevieve Veilleux, Salon funéraire Armstrong
Ronny Bourgeois, Complexe funéraire J.D. Garneau

I was very grateful to have our own Executive Director, Roberta Sulpher with me in Quebec to provide translation services when needed! Roberta is fitting in nicely to her new role. She is sharing positive ideas on policy with Board, addressing administrative issues at the national office and working on several upcoming events, including the FSAC Education Cruise and our own annual convention. Feel free to contact the office to welcome Roberta to the association.

In October, I attended the Ontario Association of Cemetery and Funeral Professionals' AGM, Conference and Tradeshow and the NFDA Internationals Convention & Expo in Nashville, Tennessee. I look forward to meeting my colleagues in other provinces.

In January, I will take to the high seas for FSAC's inaugural Education Cruise. Join me on a fabulous Caribbean cruise that features presentations by noted speakers Corinne Lavictoire (Inevitable Exodus), Codi Shewan (EverLearn Associates), Karl Wenzel (The Dodge Company), and co-presenters Mike Hepburn (Funeral Tech) and Jean Vaillancourt (Vaella Consulting).

Events such as these are a wonderful opportunity to share ideas, discuss common issues and learn from one another. I look forward to meeting many of you in my tenure as FSAC President!

Planning For The Extraordinary

An enthusiastic and creative team is preparing for the 2015 FSAC Convention in Lake Louise, Alberta.

The team is working towards one goal: provide a convention experience that exceeds expectations.

The 2015 Convention Planning Team was launched in August and consists of:

- President Sheila Van Alstyne and Executive Director Deanna Schroeder of the Alberta Funeral Service Association.
- President Phil Fredette, Vice-President Michael Hedden and Executive Director Roberta Sulpher of FSAC
- Brett Watson, Member, FSAC Education Committee
- Julie Epplett and Rachel Cleland from Conference Direct
- Laura Sharp of Sharpshooter PR

The team is researching speakers, planning special events, and ensuring everything will run smoothly for delegates, sponsors, and suppliers. The team is also exploring innovative new ideas, including exclusive, high-quality seminars for tradeshow exhibitors and sponsors.

The 2015 Convention Planning Team looks forward to *Reaching New Heights* in Lake Louise! News about next year's convention will appear on the FSAC website, in *The Outlook*, on FSAC social media platforms, and mailings to FSAC members. Stay tuned for more exciting news in the weeks and months ahead!

Award of Merit Nominations

Do you know someone who has made an outstanding contribution to funeral service in Canada? The association is accepting nominations for its prestigious Award of Merit.

The criteria are simple:

- The nominee must have a history of exceptional contributions to the funeral service profession.
- These contributions must have a national focus.

Launched 15 years ago, the Award of Merit honors those who have advanced and enhanced the Canadian funeral profession.

While the award is not limited to one individual in any given year, it is not necessarily presented every year. The award is only bestowed on those inspiring individuals who have made a positive, national impact on the profession.

Nomination forms are available online and through the FSAC office. Nominations will be accepted until January 31, 2015. The Awards Committee will consider all nominations and make a submission to the FSAC Board of Directors in February or March.

Correction

We got a few details wrong in our coverage of Codi Shewan's informative keynote presentation at the 2014 FSAC Convention.

During *The Pendulum Effect*, Shewan pointed out that, "Funeral professionals must learn how to market to Generation Y before the pendulum swings: before the profession misses the opportunity to engage them in meaningful ways with what we do as—and assert our value as—funeral professionals."

At one point, the article should have read: "Shewan pointed out that funeral service today is not the same profession that many funeral professionals entered 10, 20 or 30 years ago. The profession is constantly evolving, and is doing so at unrecognizable speeds." In our article, we mistakenly inserted a comment about the Experience Economy and the demographics of current Facebook users. We apologize to Codi for the error, and to our readers for any confusion.