

Education Committee

The Education Committee is responsible for a number of projects, including the FSAC Professional Development Network (FPDN), the Academy of Professional Funeral Service Practice (APFSP), the Loss, Grief & Growth Education Project (LGG), and the National Scholarship. The committee will also be taking on a greater role in the FSAC annual convention.

In keeping with FSAC's determination to deliver services in both official languages, the Education Committee is exploring the costs and benefits of translating our FPDN courses. Currently, FSAC offers seven (7) English language courses, and three (3) French language courses:

ENGLISH COURSES

1. The Unique Grief Reactions of a Victim of Crime
2. Ethics for Funeral Directors
3. Transforming the Decomposed
4. FCSCS Legislative Awareness (for Saskatchewan Funeral Directors)
5. Specialty Chemicals and Embalming
6. Managing Workplace Stress
7. Canadian Blood Services - Tissue and Organ Donation

FRENCH COURSES

1. Thanatopraxie dans les cas de putréfaction
2. Code d'éthique en entreprises funéraires
3. FSAC Société Canadienne du Sang

The Education Committee will take on a greater role with the annual convention. Brett Watson represents the Education Committee on the 2015 FSAC Convention Planning Committee. The Education Committee will work with the Convention Planning team to develop learning objectives for the convention and each of the sessions. The Committee will also provide the FSAC Board with a concise list of potential speakers whose topics and teaching style meet the learning needs of convention delegates. There is a real need to update and improve the convention evaluation program. The Committee is researching online platforms that could collect and collate delegate feedback.

The committee is exploring ways to roll out the Loss, Grief and Growth program to all Canadian provinces. This exceptional resource is a wonderful tool for supporting bereaved children.

If you are interested in learning more about the Education Committee, or if you have a suggestion for the team, please contact the FSAC head office.

Starting a Dialogue

Michael Hedden, Chair, Communications Committee

The FSAC Communications Committee has a simple raison d'être: To passionately engage members and the public with communications that promote dialogue, reinforce the values of membership and position FSAC as the Canadian authority on the Funeral Profession.

We are committed to promoting the tremendous value of FSAC membership to all Canadian funeral professionals. To this end, we will ensure the association communicates in both official languages whenever possible. We are liaising with several organizations to discuss website management, rebranding and marketing campaigns.

Our committee is reviewing the non-compete motion passed at the 2014 AGM. We will submit guidelines and policies to the Board of Directors relating to FSAC's ability to raise non-dues revenues.

We will conduct an audit of all current communication platforms, including *The Outlook* and *Outlook Express*. Our goal is to ensure FSAC is providing effective, timely and engaging communications. We will also explore how we can use social media to promote the association and our members. These new communication platforms can create dialogue that underscores the importance of managing an inclusive, productive and positive voice for our profession.

Committee members Jim Bishop, Marie -Eve Garneau and Laura Sharp bring a wealth of experience and dedication to the table, and I am grateful for their contributions and support.

As a committee, we have the responsibility and opportunity to build an outstanding communication platform that supports our members, our Association message and a communications network that solidifies FSAC as the preeminent Canadian source for information on funerals, death and bereavement.



The Funeral Service
Association of Canada
WINTER 2015
L'Association des Services
Funéraires du Canada

The Outlook

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Reaching New Heights!

The 2015 FSAC Convention and Trade Show will take place in breathtaking Lake Louise, Alberta. The beautiful mountains and landscapes of Banff National Park will serve as the backdrop to the premier funeral event of the year.

FSAC has reserved a block of rooms with the Fairmont Chateau Lake Louise. The association has also negotiated travel discounts on behalf of the membership. We are pleased to announce a 10% discount on WestJet and Air Canada flights. FSAC has secured a 20% discount on shuttle services between Calgary International Airport and the Fairmont Chateau Lake Louise. Information on these travel deals and a link for making room reservations are available on the FSAC website. (www.fsac.ca/Annual_Convention_367060.html)

Delegate registration packages and full program details will be available soon. For greater convenience, we are offering paperless registration. Eco-friendly, on-line registration will make it easier than ever to plan your FSAC Convention experience. The FSAC website, Facebook page and Twitter feed will feature speaker information and other exciting news from the conference.

Social activities give delegates and exhibitors a chance to connect in a fun and informal atmosphere. This year, we will enjoy traditional Western hospitality. Join us for an unforgettable night at the Brewster Barn. A short wagon ride will be followed by a delicious barbeque in a rustic barn, featuring exquisitely prepared "Hip of Beef" carried to the buffet tables on pitchforks. Discover your inner cowboy or cowgirl as you unwind in Wild Rose Country!

Exhibitors—book your exhibit space today before it's gone. Savvy suppliers are snapping up booth space. They know the FSAC convention attracts hundreds of funeral home owners and managers every year. As of January 20, nearly two-thirds of the exhibit spaces have been sold. Only 17 spots remain! Added bonus: FSAC member exhibitors save \$400 on the cost of exhibit space.

The Trade Show opens on Tuesday, June 9 during the President's Welcome Reception, and runs through Thursday, June 11. Visit the FSAC website for the *Sponsor and Exhibitor Prospectus* and application forms.

Sponsorship is an effective way to gain exposure while supporting the funeral profession. Several sponsorship opportunities are available—ranging from \$500 to \$15,000. Information on sponsorship—including the new Diamond Sponsorship level—can be found in the *Sponsor and Exhibitor Prospectus*. To learn more, contact the FSAC office at info@fsac.ca.

This year, the association is providing a value-added service to our wonderful exhibitors. Brent Barootes, President and CEO of The Partnership Group – Sponsorship Specialists™ will lead a complimentary workshop for exhibitors. The presentation will explore many aspects of experiential marketing. The workshop will address key issues for any exhibitor:

"Is the ROI on your exhibitor booth exceeding expectations?"

"Are you and your staff maximizing opportunities?"

"Would you like to generate more leads and sales than you are presently doing?"

The 45-minute workshop will run in conjunction with delegate seminars. Brent Barootes will help participants identify marketing opportunities and explain how social media and digital marketing can support your program at the booth level. Take advantage of this exclusive workshop for FSAC exhibitors.

Come and kick up your heels in beautiful Alberta this summer. Join us as we reach new heights at the 2015 FSAC Convention and Trade Show.

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PLEASE
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President's Message

Phil Fredette, CFSP

As you read this article, funeral professionals from across Canada are gathering on the inaugural FSAC Education Cruise to the Caribbean.

This exciting FSAC event enables members to combine a family holiday with exclusive CE programs. It perfectly illustrates the avant-garde and creative approach FSAC takes towards member services.

FSAC is always searching for innovative ways to fulfill its mandate and deliver value to its members. This trend will continue in 2015.

The upcoming FSAC cruise is one element of our comprehensive education portfolio. The Education Committee is also responsible for on-line education courses, the national scholarship, the annual convention, the Loss, Grief and Growth resource, and other CE initiatives. I am grateful to the committee members for their passion and hard work. The Education Committee will be busy throughout 2015, so watch the FSAC website and your email for exciting news and updates.

The Membership Committee focuses on membership growth, retention and benefits. Chaired by Marie-Eve Garneau, this team was launched in 2014. Garneau will work closely with the FSAC Communications Committee to raise awareness of the value of membership. The recent Strategic Planning session led to ideas about membership recruitment and retention, and the committee will explore these more fully this year. To learn more about this exciting new team, visit the FSAC website or contact the head office.

Our Convention Planning Team is hard at work to ensure our annual conference and trade show in Lake Louise, Alberta is one of our best ever. Our convention is the premiere funeral event in Canada. Hundreds of funeral professionals and suppliers converge to share, learn and network. Check out the FSAC website for important information on travel, accommodations, the trade show and sponsorship opportunities. We'll continue to update the website with exciting news about what you can expect in Wild Rose Country this summer!

The Association continues its advocacy work on behalf of our members and those we serve. Earlier this month, Prime Minister Stephen Harper appointed former military officer Erin O'Toole to the position of minister of Veterans Affairs. O'Toole replaces Julian Fantino, who is moving on to serve as associate-minister of National Defence. The FSAC Government Relations Committee sent a congratulatory letter to Minister O'Toole and we look forward to working with his office on behalf of Canadian Veterans and their families.

Effective dialogue is essential to our success. The FSAC Communication Committee is doing great work in this area. The team is looking at options for updating and enhancing our website. The committee is also researching how to foster interactive conversations with the membership using on-line communication tools. The committee is reviewing the non-compete motion passed at the 2014 AGM and will draft guidelines and policies that relate to non-dues revenue. The committee is also discussing options for a public awareness campaign to educate Canadians and promote funeral service in Canada.

Just as funeral directors profit from networking and sharing ideas with their colleagues, so does FSAC benefit from its relationships with other funeral associations. I recently had the opportunity to strengthen our ties with the National Funeral Directors Association. Their annual convention was a wonderful opportunity to make new connections and share best practices with representatives from other associations. We have invited NFDA Past-President Robert Bates to attend our convention in Lake Louise. The International Cemetery, Cremation and Funeral Association is a wide-ranging organization with more than 8,900 members. ICCFA President Fred Lappin contacted me about formalizing a relationship that would be mutually beneficial to all our members. In April, I will bring greetings from FSAC to ICCFA members at their convention in San Antonio, Texas. I extended an invitation for him to do the same at our convention this summer.

I look forward to a year of new beginnings for FSAC. The work we are doing will have great impact on the profession and many benefits for funeral professionals across Canada.

FSAC on the High Seas

On January 24, Canadian funeral directors set sail on a cruise that offers CE under the Caribbean sun.

The FSAC mariners enjoyed provocative and insightful presentations by Codi Shewan (EverLearn Associates), Andrea Love (Legacy Private Trust), Karl Wenzel (The Dodge Company), and co-presenters Mike Hepburn (Funeral Tech) and Jean Vaillancourt (Vaella Consulting).

An educational cruise is a truly unique initiative for FSAC. Uniting social, networking and academic events with a sailing excursion allows funeral directors to transform their family vacation into a valuable CE experience.

Thanks to all who registered for this innovative event and to each of our presenters. FSAC also thanks Steve Freer of Expedia CruiseShipCenters for his hard work behind the scenes!



Award of Merit Nominations

The deadline to submit a nomination for the FSAC Award of Merit is fast approaching! Nominations will be accepted until January 31.

Candidates must meet two conditions if they are to be considered for the award:

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

Nomination forms are available online (www.fsac.ca) and through the FSAC office. The Awards Committee will review all nominations and make a submission to the FSAC Board of Directors no later than March 31.

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

Recipients are an inspiration to Canadian funeral directors and the award presentation is always a highlight of the FSAC Annual Convention. Don't miss your chance to recommend someone for this prestigious award!

Webinar

Last month, FSAC held special webinar meeting to present the 2013 audited financial statements. The meeting featured the FSAC Board of Directors and Dawn Flett of Dawn Flett & Associates, Chartered Accountant.

FSAC members submitted questions before and during the presentation. After reviewing the audited financial statements, Dawn Flett and members of the FSAC Board of Directors answered each of these questions.

This webinar meeting is archived and available on-line for those who were unable to participate. To access audio of the meeting, visit <http://fsac.site-ym.com/login.aspx>. You will need your FSAC username and password to continue to the webinar.

The Board of Directors will continue to respond to any questions arising from the presentation. If you have a question that was not addressed during the meeting, please email it to info@fsac.ca.