

Reaching New Heights: FSAC 2015

Professional Development

The FSAC Convention provides exceptional seminars, workshops and presentations for Canadian funeral professionals. FSAC 2015 continues this proud tradition :

OPENING KEYNOTE

Robert M. Boetticher, Jr. of the Cremation Association of North America will provide a comprehensive analysis of cremation statistics, with an emphasis on current trends and market fluctuations. During this interactive session, you will learn how cremation statistics can affect your business and identify strategies for financial success.

PLENARY SESSIONS

Philip Jones will explain *How To Fit A Heart Attack In Your Busy Schedule*. Through humour and storytelling, Jones will encourage you to assess your lifestyle choices and discover how to deal with stress. Like Mr. Spock, we all want to live long and prosper. Jones, who is a heart attack survivor, will help you make the one positive change that can help you live a longer, healthier and more productive life.

Business as usual, isn't working anymore. The main reason? It's not business as usual, anymore. **Codi Shewan, CFSP** will explain why innovation will soon become the single biggest differentiator between those operators who thrive, and those who just survive. Committing to business unusual, instead of 'as usual,' will not only determine your future success, but also become the mantra of those who become our profession's game changers. Accepting the new normal and taking control of your future proactively, will enable you to re-invent and re-invest yourself, to tackle any challenge before you!

Some stories need to be told and some stories we will never forget. *Stella's Story* is one of those. When two-year-old Stella was diagnosed with a brain tumour, her parents were determined that even if they "couldn't add days to her life, they would add life to her days." **Linda Lee** (Funeral Director), **Linda Stuart** (Life-cycle Celebrant) and **Michelle Methven** (one of Stella's mothers) share a poignant, inspiring story that will cause you to re-evaluate the role you play with every family you serve.

SPECIAL PRESENTATIONS

Justin Zabor, CFSP will outline the seven "F-Words" professionals must focus on for success: Finances, Fulfillment, Forever Learning, Forgiveness, Friendship, Flexibility and Family Relationships. Zabor will illustrate the principles behind these important "F-Words" using humour, professional anecdotes and personal stories. You will walk away with practical ideas, helpful tips, and valuable insights on how to achieve personal and professional success.

Back by popular demand! **Jeff Weafer** will moderate the *FSAC Fishbowl*. Take part in a lively discussion about the issues and trends influencing the profession.

The Social Scene

All work and no play makes Jack a dull boy. To ensure there are no dull boys and girls at FSAC 2015, we've planned plenty of social events!

The fun kicks off on Monday, June 8 with the popular **FSAC Golf Day**. Golfers will enjoy 18 holes of golf at the stunning Silvertip Golf Course in Canmore. Named for a rare and beautiful type of grizzly bear, Silvertip offers up a challenging course that attracts golfers from around the world. You'll enjoy breathtaking views of mountains, ponds and forest as you play this award-winning course. Designed by Canadian Les Furber, the course is situated more than 5,000 feet above sea level. Your biggest challenge may be tearing your eyes off the beautiful scenery and focusing on the game!

If you aren't up for a round of golf, we've organized a **Sightseeing Tour** to the Banff Gondola. Located atop Sulphur Mountain, Banff Gondola offers an unparalleled, 360° view of six mountain ranges. The tour includes visits to see the Cave and Basin National Historic Site and the naturally formed rock "pyramids" called hoodoos. Relax and enjoy the views on Tunnel Mountain Drive along the Bow River Valley. At the end of the tour, you'll meet up with the golfers at Silvertip Golf Course for a delightful dinner among friends.

The **President's Welcome** (June 9) is for renewing friendships and networking with colleagues. This year, the event has a sports theme. FSAC Executive Director Roberta Sulphur will be sporting a Montreal Canadiens jersey, after losing a friendly wager with FSAC Board Member Yves Berthiaume!

It wouldn't be a trip out West without seeing some cowboys! Join us on Wednesday, June 10 for the **FSAC Fun Night**. You'll take a wagon ride from the Fairmont Chateau Lake Louise to Brewster Cowboy's Barbecue and Dance Barn. You'll need to bring an appetite and your dancing shoes! Guests will enjoy the sounds of a local band and chow down on mouthwatering "Hip of Beef," a Brewster speciality!

The **President's Gala** features an evening of fine dining and entertainment. We've decided to change things up this year, and can promise you an unforgettable night! A powerful highlight of the evening will be the presentation of the Award of Merit. This year, two awards will be bestowed posthumously on Sheila Nunn and Daniel J. Scanlan.

You can register for each of these events—and all the Convention sessions—at www.fsac.ca.



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

The Outlook

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The Nominations Are In!

This year, FSAC members selected provincial representative nominees to the association's Board of Directors. It was a historic process for our association, and we thank everyone who cast a ballot!

Meet the Funeral Service nominees for the FSAC Board of Directors! The nominees will be added to the slate of standing directors, and all will be voted on at the FSAC Annual General Meeting in June.

Colin Barrett (Newfoundland & Labrador)

Colin Barrett is a fourth generation Funeral Director with Barrett's Funeral Home and Crematorium in St. John's, Newfoundland. He started working in the family business at the age of 15 and decided to pursue a career in funeral services in 1991. In 1996, Barrett graduated from Kingstec and became a Licensed Funeral Director and Embalmer. He manages two locations of Barrett's Funeral Home in St. John's and Mount Pearl, Newfoundland.

Phil Fredette, CFSP (Saskatchewan)

Phil Fredette received his embalmers license in 1982. In 1986, he joined Arbor Memorial, and was transferred to Valley View Funeral Home in Surrey, British Columbia, where he worked until 1990. He was promoted to Assistant Manager of Sands Funeral Chapel in Victoria, British Columbia. In 1991, Fredette was promoted to Manager of River Park Memorial Chapel and was transferred back to beautiful Prince Albert, where he has lived ever since. Recently, Phil has assumed duties as Manager for Arbor's Hillcrest Funeral Home in Saskatoon.

Fredette has served as President of the Saskatchewan Board of Funeral Homes Inc. During his tenure at the Board, he participated in negotiations for the increase in the Provincial Coroners rates and

the increase in the fees for Social Services. In 2009, he was elected to Council of the Funeral and Cremation Services Council of Saskatchewan. Fredette is the President of the Funeral Service Association of Canada.

Harry A. Froese (Manitoba)

Harry Froese has served as a Funeral Director and Embalmer for 31 years. He is a partner at Friends Funeral Service, an independent funeral home serving families in Winnipeg. Before launching his career in funeral service, Froese was a teacher at the Mennonite Brethren Collegiate Institute in Winnipeg and overseas in Nigeria, West Africa. His education skills and passion for teaching served him well as an instructor and embalming examiner at the Western School of Funeral Service. Froese enjoys public education and promoting the value of the funeral

Marie-Eve Garneau (Québec)

A fourth generation of funeral director, Marie Eve joined the family funeral home in 2002 after studying at Humber College in Toronto. She was born and raised in the funeral home in St-Romuald, Québec. Marie Eve and her sister, Valerie, are proud to take over their father Jean Garneau's business, which has grown significantly as it has doubled in size in the last two years. Marie believes that younger generation funeral directors can bring a breath of fresh air to our profession, which has changed a lot in the last 20 years, while the valuable experience of past generations, like her dad, is still very much needed to stay strong.

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President's Message Phil Fredette, CFSP

Effective communication is essential to the success of our Association.

During my tenure as President, I have held meaningful discussions with association leaders and volunteers from every Canadian province and several US states, including Ohio, Texas, and Massachusetts. I talked about key issues affecting funeral service with representatives from the Ontario Association of Cemetery and Funeral Professions, the Ohio State Funeral Directors Association, the Cremation Association of North America and the International Cemetery, Cremation and Funeral Association. I proudly represented our association at the National Funeral Directors Association convention in Tennessee, where I was able to share ideas with colleagues from across North America.

This ongoing communication and collaboration is a wonderful way to exchange best practices on a variety of issues. Over the years, many FSAC programs and initiatives have arisen from discussions with funeral professionals from other regions—including the *Loss, Grief and Growth Program*, the FSAC Cruise, our participation in the CFSP program and our partnerships with SOCAN and RESOUND. Recent conversations about shared areas of interest has led FSAC to explore potential partnerships with some of our sister associations. We continue to explore ways that association relationships can benefit FSAC and its members.

Ongoing, two-way communication between the association and the membership is a priority for FSAC. Recently, we augmented our regular communications to keep you up to date on the breaking news and emerging issues. Webinars and email updates keep members informed about breaking news and coming events. We continue to provide news you can use via this newsletter, Facebook, Twitter and the FSAC website.

Joint communication is a two-way street! The association cannot operate in a vacuum. Do you have questions or concerns about FSAC activities, benefits or programs? Contact our Executive Director in Ottawa or any member of the Board of Directors. Do you have feedback or suggestions for the association? Get in touch with the head office or your provincial representative. We are happy to respond to all of your questions, concerns and feedback.

In a few short weeks, we will gather in Lake Louise, Alberta for the FSAC Annual Convention and Trade Show. Participation at the FSAC Convention is an excellent investment for your career and your funeral establishment. Just as important, it demonstrates your support of the Canadian funeral profession and the suppliers who are so essential to the services we provide.

Hundreds of funeral directors, suppliers and speakers will network at the largest funeral convention in Canada. This face-to-face communication between funeral directors, suppliers and industry leaders is invaluable. The FSAC Convention promotes life-long learning for Canadian funeral directors. Seminars, workshops and meetings offer up practical business advice for delegates. Applying the wisdom gleaned at the FSAC Convention can dramatically boost the bottom line for funeral home operators.

I hope you will join me in Lake Louise for everything this extraordinary professional event has to offer!

Businessman, philanthropist, and inspirational speaker Paul J. Meyer once noted, "Communication—the human connection—is the key to personal and career success." I believe this human connection is also essential to organizational success. Clearly, our commitment to effective, regular and mutual communication has benefitted all FSAC members and the families we serve.

The Nominations are In!

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Brett Watson, CFSP (Alberta)

Brett started his career in funeral service in his hometown of Nipawin, Saskatchewan in 1991. He graduated from the Alberta School of Mortuary Science (the precursor to Mount Royal University) under the instruction of Cincinnati School of Mortuary Science. Much of his career has been spent in Southern Alberta, managing numerous funeral homes including his current position at South Calgary Funeral Centre.

He has served on various committees with the Funeral Service Association of Canada (FSAC) and with the Alberta Funeral Service Association (AFSA). Brett served as president with AFSA from 2003-2005. He is also accredited with the Academy of Professional Funeral Service Practitioners (APFSP).

Brett has instructed at Mount Royal University in various capacities since the beginning of the Embalmer Certificate Program in 2000. His primary focus has been instruction in Embalming Theory, Restorative Art and Embalming Practices.

FSAC members also elected a Supplier Member to the association's Board of Directors.

Steve Tamblin is an Owner/Operator at *Eternity's Touch*: a manufacturer of fingerprint jewelry and memorial items. Since its founding in 2009, Steve has established *Eternity's Touch* as a well-known supplier to the profession. He has attended funeral tradeshow and conferences across Canada for the last six years, and has gained valuable knowledge and understanding of the profession and the unique needs and services that it provides. Steve will advocate for a modern, positive, professional, association. He looks forward to a lifetime of service in the Funeral profession.

The nominees join standing directors Yves Berthiaume, CFSP, PRF (Ontario), Jim Bishop (New Brunswick), John Greene (Nova Scotia) and Michael Hedden (British Columbia) as official candidates for the 2015-16 Board of Directors.

FSAC 2015: Meet our Sponsors!

The FSAC Annual Convention is the premier professional gathering for Canadian funeral directors. Essential to the continued success of the FSAC Convention is the strong support we receive from our wonderful sponsors. Meet the 2015 Sponsors who are helping us exceed your expectations at the FSAC Convention in Lake Louise:

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In recognition of their generous in-kind donations: **Canadian Funeral News
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Delegates, look for our sponsors in the Exhibit Hall and during the social and networking events. Please make a point of thanking them for supporting the funeral profession!

Thank you to all of the 2015 sponsors. Your ongoing support of the funeral profession is greatly appreciated!

Convention Sponsorships Still Available

Some sponsorships are still available, including our new **DIAMOND SPONSORSHIP**. This exclusive sponsorship opportunity includes four convention registrations, one exhibit space at the tradeshow and full recognition as the President's Gala sponsor with an opportunity to address the audience during the Gala.

As always, the association is open to creative and innovative sponsorship pitches. If you have a unique sponsorship idea, contact the FSAC offices and we'll work with you to promote your organization at the Annual Convention.