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On The Cover

Close to 400 delegates arrived in the quaint ski village of Mont Tremblant for FSAC's national convention in June.

Publisher

Patrick Ottmann
pat@businessincalgary.com
(800) 465-0322

Associate Publisher

Tim Ottmann

Editor

Lisa Johnston

Art Director

Kenji Doshida

Staff Writer

Devon Babin

Canadian Funeral News
Suite 1025, 101 - 6th Ave. SW
Calgary, AB T2P 3P4

Tel: (403) 264-3270

Fax: (403) 264-3276

Email: pat@businessincalgary.com

Email: productionbic@shaw.ca

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To be there to give quiet guidance through the storm
To be there for the final tribute that honours a life
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-Doug Manning

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Pat Ottmann

You Can't Always Believe What You Think

By Pat Ottmann

This was on a bumper sticker I saw while driving down the Trans-Canada Highway: Sometimes the most abstract thoughts bring forward the clearest pictures. As I evaluate some of the thought processes, actions towards them and the ultimate outcome (by myself and others), it is obvious that this quip is not wrong.

Looking back, it has been a common belief that young people don't want to work anymore and this has been common thinking amongst many that have been in the workforce for a number of years. The funny thing about this line of thinking is that it has literally gone on forever. I was reading an article in the Calgary Herald that said: "at no other time has our young people been so lost and unproductive as today." The beauty of this article was that it was written 100 years ago in 1910. The same line has been used over and over throughout the last 100 years and the results for the most part have proven sustainable.

Two thoughts on this front:

If all the young people thought and acted as seniors I don't believe there would be any wants or progress in the world to the extent we have seen. It is the young people that are the dreamers and through some experience and

knowledge turn those dreams into realities which in turn causes change and progress.


Give me a 20 year old that thinks like a 50 year old and I will show you a 20 year old without a future. So it might be OK to think this way but history tells us we shouldn't believe it.

tell you that if you believe something you can and will make it happen. How else can we explain the differences in services offered and selected across this country than to put it back on the funeral professional or the management that decides how to run the organization?

How else can we explain the differences in services offered and selected across this country than to put it back on the funeral professional or the management that decides how to run the organization?

Another misconception has to be with the cremation customers of today. It is possible that the most damage being done to the funeral profession today comes from the thinking of directors that are serving these families. The kind of thinking that the directors believe and every motivational book ever written will

So maybe when it comes to business decisions we should allow ourselves to think and make decisions without fully engaging our belief system. Again history proves that when we truly believe something it is very hard to change and that is what causes us to become outdated and unable to alter our ways.

Until next month... 



Kent Milroy and Norma Boudreau visit with Dodge's Debbie Dodge and Randy Rogalsky.



Yvon Thibodeau, Hali Mullins, Glenn Carroll and Jim Malmas with Custom Funeral Products/Ace Caskets.

Reach the Summit

FSAC Convention Highlights

This past June, almost 400 delegates arrived in the quaint ski village of Mont Tremblant, Quebec for the Funeral Service Association of Canada (FSAC) annual convention, this year appropriately named Reach the Summit. Along with international speakers and educational opportunities, participants were also treated to beautiful scenery, wonderful food and drink, and lively entertainment.

"Mont Tremblant was a great success," says FSAC president Norma Boudreau. "We welcomed close to 400 funeral professionals from across Canada and had an opportunity to showcase some of our new programs including the Today's Funeral Campaign and the newly launched Loss, Grief and Growth Education Project Inc."

In addition to an extensive exhibition welcoming suppliers

from across North America, this year's convention featured a lineup of international speakers including New Zealand's Greg Brownless, as well as Sandy Sullivan from the U.K. and Joe Seehee from the United States. The three international speakers were joined by opening keynote speaker Patrick Leroux.

Networking opportunities were also abundant allowing funeral directors from across the country to get together for fellowship and to renew acquaintances. First on the agenda was a golf tournament at the beautiful La Bête Golf Course. Delegates also enjoyed a tour of the Laurentians, riding the gondola to the top of the mountain for Fun Nite and the annual President's Banquet.

FSAC also presented their reports summarizing the previous year while looking ahead to the future.



Victoriaville's Alain Dumont and Yves Berthiaume.



Batesville's booth with Andre Ayotte, Ray Fournier, Bruno Fontaine, Jaques Dumais, Mark Evans and visiting the booth is Dale Martin Jr.

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Garth Ferguson and Jackie Ottmann



On top of Mount Tremblant is Michelle Smith and Jim Cardinal.



Kent Milroy congratulates Phil Fredette for his designation as a certified funeral service practitioner. Phil is one of three Canadians that have achieved this designation.



Doug Eaton, Marshal Sterio and Richard Steele in the Surgically Clean Air booth. Surgically Clean Air products are a new line for Eckels.

Report Highlights

President's Report

FSAC is truly the 'coming together' of minds from across Canada to discuss, argue, ponder and eventually decide on how – as a group – we can create a world in which funeral service plays an integrated role for all Canadians.

We do this by offering programs, information, services and suggestions that will be helpful to some, but seldom to all. We bring together ideals and dreams to become one single force to create changes for the better. We do this by launching new public relations campaigns such as Today's Funeral or educational programs like the Loss, Grief and Growth Education Project.

It is nice to hear the association is making a difference as was expressed in a letter from a member praising FSAC for its work. The member was saving money with both the new Visa program as well as SOCAN licensing, and had just received the new pandemic booklet full of relevant information for his funeral home.

FSAC will continue to work for the betterment of funeral service in Canada.

Norma Boudreau
President

Education Committee

The education portfolio is very active at the moment and the board feels that the national association can play a part in providing quality educational opportunities for all funeral service providers.

The FSAC Professional Development Network was launched six years ago and since that time has offered many hours of online education credits to funeral professionals. FSAC believes now is the time to offer higher quality education courses. In co-operation with a company called MindMuze, FSAC is launching a new learning management system that will be completely interactive and will keep track of all the facets of online education. The first two courses have been created and will soon be available for learners.

FSAC also recently launched a strategic alliance with the Academy of Professional Funeral Service Practice and will see its first graduates, who will bear the CFSP certification, very shortly. Instead of creating something brand new, the board felt creating a new alliance would allow the association to benefit from the knowledge already accumulated.

The final piece of the education puzzle is the Loss, Grief and Growth Education Project that was assumed by FSAC. A project lead has been hired and the resource will be released to schools across Canada in the near future.

Scott MacLeod
Chair



Allan Cole, Alex Cole and Luc Gingras at the MacKinnon and Bowes booth.



Hourglass Distributors' Fred Wolfinger, Anne Hogle, Glencoe Hogle and Glen Hogle

Communications Committee

Significant revitalization projects are taking place to enhance communication with constituents. Included will be a facelift to Outlook, FSAC's quarterly newsletter that will be mailed out under the direction of new editor, Laura Sharp. In addition, Outlook Express, the electronic newsletter, has grown in size and value. It can now be used for more than bimonthly updates, and can be used to send pertinent information and surveys quickly. It was recently utilized to keep members updated on the Haitian disaster.

The FSAC website also continues to grow with information and news. Interesting articles are being archived for future use as well as breaking news. The committee has also researched social networking sites such as Facebook and Twitter but has not joined any such sites at this time.

Lastly, FSAC continues to have a healthy relationship with the national media and is always quick to respond to queries and interview requests. In 2009, FSAC was quoted on CBC, in the National Post, the Globe and Mail, Montreal Gazette, as well as in numerous local papers.

Phil Fredette
Chair

Health Committee

The health committee has recently completed and printed an update of the Funeral Service Guide to Pandemic Planning. It seemed that when the world was confronted with the H1N1

situation, it was the perfect time to update the document that had been written in May of 2006. Although H1N1 never took hold, the booklet was still a hit.

In 2009, FSAC was also able to finish having the Health Canada Pandemic Annex revised to be more appropriate for funeral service providers in Canada. Continued work with Health Canada will insure more revisions in the future.


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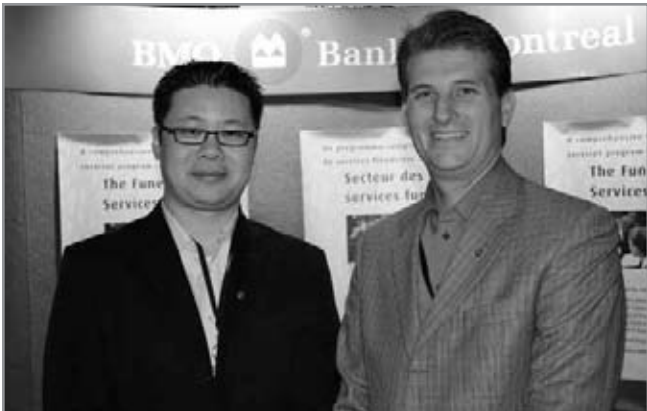
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Bank of Montreal's Tony Ngo and John Knotek.



Norma Boudreau and Ray Fournier (right) thank Patrick Leroux (centre) for his presentation on "Igniting the Fire Within." Patrick Leroux was sponsored by CFTA.



Allan McConery and Eileen Johns



Gravure Craft's Laura McCaffrey, Laird Vanni, David McCaffrey and Rhonda Magnus.

The health committee has also been working on repatriation guidelines for Canada and these guidelines have been submitted to Transport Canada. The rules regarding repatriation seem to be a moving target, and FSAC will monitor the situation through both Canada and its partners at NFDA to ensure knowledge of all rules is up to date.

Ken Buchanan
Chair

Membership Growth and Strategic Development

In 2008, FSAC's board recognized the need to enhance and promote the funeral profession by developing a public relations campaign to highlight the value of having a funeral. In 2009, the challenge was taken on with the creation of a series of eye-catching and provocative ads under the title, Today's Funeral. The ads will be launched in 2010 along with a website and brochure. It is hoped that members will use these ads to create buzz in their hometown and get people talking. Hopefully, it will entice the public to have some form of ceremony to add meaning to their loved one's life.

FSAC also launched a new international member category to allow funeral service providers from other countries to be a part of FSAC. Partnerships with other countries have

brought interesting information and it is vitally important for FSAC to nurture these relationships in the future.

Currently FSAC has 600 members encompassing 80 to 85 per cent of funeral homes in Canada. The committee has created a PowerPoint presentation to use at provincial meetings to remind members and non-members about the work that FSAC does and the benefits available to those who join the association.

Sue Lasher
Chair

Government Relations Committee

It seems that with every step forward, there are at least two steps backwards when working with the federal government. This is especially true with Veterans Affairs and the Last Post. Although FSAC has been successful in having the concerns of membership voiced in two completed reports for Veterans Affairs, they still don't have any forward motion.

In 2009, both the Veterans Ombudsman and the staff of Veterans Affairs have released reports that strongly state that the amount provided for veterans' funerals is much less than adequate, but no increase has yet occurred. There has recently been a new minister appointed to this portfolio.



Mike Meyer, Dianne and Pete Kilcollins



Dale Martin Jr. with Mariel Waddell of Eternalglass and Daryl Lockyer.

Federally, FSAC has been monitoring the Labour Mobility Act and the HRSDC in regards to Canada Pension Death Benefits.

On the social services front, FSAC has seen the issues that arise regarding these rates at both the provincial and regional level. New board member and Saskatchewan representative

Phil Fredette has worked on social services issues in Saskatchewan for many years with great success and has offered his assistance to any group that wishes input.

Ric Hamre
Chair

FSAC Commemorative Ceremony

This year's annual commemorative ceremony took place during the national convention at the historic Fairmont Tremblant. A number of delegates attended the unveiling of a plaque that will become a permanent commemoration to all Canadian families serviced by members of the Funeral Service Association of Canada. The commemorative ceremony has become an important and respected part of the annual convention.



Richard Hebert addresses the delegates for the FSAC commemorative ceremony.



FSAC president Norma Boudreau speaks to the significance of the ceremony.



Denis Desrochers represented the Corporation des Thanatologues du Quebec at the commemorative ceremony.

Richard Hebert, Norma Boudreau and Denis Desrochers unveil the plaque that will become a permanent commemoration to all the Canadian families served by members of FSAC.



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Announcement

Canadian College introduces new faculty member

Canadian College of Funeral Service is pleased to welcome Rick Bilcowski as their newest full-time instructor. Rick was born and raised in Minnedosa, Manitoba. He is a Manitoba licensed funeral director and embalmer and came to our profession with a background in business marketing. He was the marketing instructor at Assiniboine Community College in Brandon, Manitoba for 12 years prior to answering a call to funeral service. After becoming licensed Rick was responsible for the day-to-day operations of a small rural firm in Manitoba. Rick will continue to be involved in funeral service but will be instructing full time at the college. He will be covering the courses related to business management, funeral practices and protocols, world religions, and communications. As a member of the college's faculty, Rick will combine his passion



Rick Bilcowski

and experience for teaching with his commitment and dedication to funeral service.

Rick joins the college president Joe Coffey, longtime instructor and program director Roger Girouard, instructor Clair Jantzen, tutor Tamara Knox, life coach Angelo Rea, and administrator Helena Unwin.

Along with Rick the college is introducing a newly restructured curriculum, new continuing education opportunities and more support for students and mentors to make the program more rewarding for firms, students and mentors.

The 2010-2011 academic year looks to be a challenging and exciting one for Canadian College of Funeral Service.

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Roger Girouard



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Todd Van Beck

We might well remind ourselves that in the 1898 Sears & Roebuck catalogue any person could purchase a monument. In fact my grandfather purchased his first wife's monument in 1918 from Sears & Roebuck. The monument is still standing in the Graceland Cemetery in Avoca, Iowa, and has held up in a mighty good way. The monument cost \$45 and \$2 to set the stone. The local undertaker, the Blust Bros., who as mentioned before sold everything else concerning life, interestingly and oddly did not sell monuments.

Many years ago I had a dear friend and mentor by the name of Burdette K. Roland who owned a funeral home in Atlantic, Iowa. Burdette was a funeral director's funeral director; he was one of the best. In fact during his career there were sometimes several funeral home competitors in Atlantic but Burdette would consistently do 150 funerals a year and the others would have maybe a dozen or so funerals.

Burdette had a wonderful funeral home, just right for south-western Iowa – not too big, not too small. There was something else however, something that made a tremendous impression and impact on the communities he served that was very attractive to people – anyone could purchase a casket for a song. He sold his caskets at basically near the wholesale price and he started that practice way back in 1925. In fact he just put the invoice from the casket company in the casket as the price card that the family would see. He took his total profits on his services, and because his casket charges were unbelievably low he had some impressive caskets being used by the families he served simply because people could afford better merchandise under his system. The casket company he purchased from was extremely happy.

I asked Burdette one time how he developed this novel merchandising plan and he told me that he was taught to merchandise this way by a funeral consultant by the name of Francis Andrew Manaugh from California. Mr. Manaugh is a name that has totally disappeared from funeral circles and is never mentioned these days, but in the 1920s, '30s,

Wal-Mart

Part III

By Todd W. Van Beck

The genuine bedrock foundation of funeral service is in the capacity of one person to provide services to help people walk through the valley of the shadow of death to help solve problems that death creates; this unique capacity of being a caretaker of the dead and a caregiver to the living is a capacity that is offered by funeral/cemetery professionals.

'40s and '50s Manaugh was a premier funeral consultant and in great demand by a few select visionary risk-taking funeral directors.

In preparation for this work I pulled out of my library the book by F. A. Manaugh entitled *Thirty Thousand Adventurers* that he wrote in 1930 and was published by the Times-Mirror in Los Angeles. The book is a gem concerning funeral service pricing and merchandising. I believe what Manaugh had to say 80 years ago harkens to us today with the advent of Wal-Mart and others who will surely be crossing over into our time-honoured boundaries and territories. Here is what Manaugh had to say starting on page 126 concerning funeral directors and their relationship to merchandise, and particularly caskets. Pendants and other memorial accessories were not in the funeral lexicon or available in 1930.

“Regardless of the harm done in the past by fallacious and unwise pricing, I find no occasion for anyone to work himself into a lather about it. The morticians themselves



should rejoice that sufficient progress has been made along professional lines for them to merit as much appreciation as has been manifested by the public toward them. **THEIR PROFESSIONAL STATUS IS THEIR GREATEST ASSET AND IT SHOULD NOT BE INVOLVED OR LOST IN THE CONTROVERSIAL ATMOSPHERE OF THE RETAIL MARKET PLACE.**

I am willing to forecast that the time will come when the funeral director, mortician, or shall I say individual – for who knows what he may be called then? – will not sell caskets or any other materials for profit and that whatever is used in the way of dress or encasement for the body of deceased persons will be procured entirely separate from the place where mortuary work is done and where funeral services are held. Should this occur, merchandise will be interpreted – as material things should be interpreted – and priced independent of any more service than is reasonably expected from capable merchandisers at level commensurate with sound business judgment.

Such a movement should be looked upon with favor by manufacturers and morticians as an opportunity to free themselves and their products and services from the confusion that now exists. New and more irresistible competition for both sides of the industry will draw closer to them as long as the present order continues. This newer competition is influenced by and feeds upon the prejudices of the public mind brought about by the Jekyll and Hyde position of the mortician trying to be both professional and tradesman at the same time. The product of the manufacturers will continue under extreme disadvantage as long as the mortuary and its interpretation is a by-product of the mortician's terminology. The problem of credit between manufacturer and mortician could be entirely eliminated, and the costs of selling under the present economic scheme would support display stocks and display marts for the public's convenience with such variety and refinement that indices would elevate through the natural appeal of improved opportunity and better surroundings.


Complete elimination of merchandise from the mortician's responsibility to his clients would permit savings in mortuary operating costs far above any calculation yet

made public. However, economic improvement is not the prime requisite or major quality of the plan. To free professional services from the shackles of merchandising adventure would encourage from the public an entirely new evaluation of morticians. Thus the naming and collecting of substantial fees for services would be made possible from that part of society which restricts itself to engage professional service on the **BASIS OF REPUTATION THAN PRICE.**"

Manauh wrote these sentiments 80 years ago, and when I reread his thoughts in light of the Wal-Mart flash and flurry I felt chills going down my spine. If we judiciously filter Manauh's conception that funeral directors take their profits only on their services and add this with Burdette's undeniable success in operating a funeral home and then pass this idea through the veil of 80 years of time – there is certainly something here for thoughtful, careful and searching funeral professionals to ponder. Manauh has a point – does he not?

The genuine bedrock foundation of funeral service is in the capacity of one person to provide services to help people walk through the valley of the shadow of death to help solve problems that death creates; this unique capacity of being a caretaker of the dead and a caregiver to the living is a capacity that is offered by funeral/cemetery professionals. I doubt it highly that Wal-Mart or any other multinational corporation will ever have the capacity or even the interest to respond to a child's death and offer helpful services; respond to a suicide and offer helpful services; or respond to any death situation and offer caring, compassionate, careful and helpful services. The watch word is "services."

Wal-Mart might well be skilled and able to merchandise anything – no matter what the product – no matter what form of retail sale. They will not however be skilled and able, or even possibly interested, in offering funeral services, in doing things for others, in leaving a mark on a person's life, in having a mission in life that by its very nature supersedes anything that any retailer and tradesman can provide. If the mission of service in our profession is not right, then nothing is right.

Anyway that is one old undertaker's opinion. 

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Matthews Expands European Reach

Matthews International Corporation recently announced the next step in the expansion of their European cremation operations with the acquisition of the Furnace Construction Company Ltd. (FCC) cremation business. Based in Manchester, United Kingdom, FCC was founded in 1966 by the Hough family and is a worldwide leader in the design, manufacture and service/repair of cremation equipment as well as filtration and abatement systems.


“The addition of FCC to the Matthews team will further strengthen our global leadership as the total solutions provider for cremation products and service,” says Paul Rahill, president of Matthews International’s Cremation Division. “The synergies between our companies are significant and will further empower our mission.”


Matthews and FCC will expand the existing operations and team to meet the demand for additional cremation



Paul Rahill

equipment and service in the U.K. and other countries. Lee Hough will remain as managing director of Matthews-FCC and direct the entire U.K. operations. According to Hough, “This merger is an incredible opportunity to strategically co-operate with Matthews Cremation, another like-minded group, to bring together the very best in technology and personnel to meet the exciting challenges and opportunities ahead.”

Matthews Cremation provides the industry with seven distinct groups of cremation products and services. They have six well-known brands (Matthews, IEE, ALL, Elder Davis, GEM and Furnace Construction) and currently operate on five continents. They have four manufacturing plants producing three leading designs of cremation systems. They manufacture on two continents with one purpose – a passion for the success of their clients and the development of environmentally-responsible cremation solutions worldwide. 

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61st Atlantic Provinces Funeral Director's & Service Convention Highlights

September 23th, 24th and 25th, 2010
Digby Pines Golf Resort & Spa • Digby, Nova Scotia




The APFD&SC is hosted this year by the Funeral Service Association of Nova Scotia

<p>Atlantic Platinum Partners: Canadian Funeral Trade Association Heritage Memorials Ltd. Scotiabank</p>  <p>Atlantic Gold Partners: Batesville Canada The Dodge Company LeVoc Air Purifiers Gravure-Craft Ltd. TD Canada Trust Prepaid Services Concept Casket</p>  <p>Atlantic Bronze Partners: D & D Removal Services V.S. Sweeny's Funeral Home Ltd. CMC (Carrier Mausoleums Construction Inc.)</p>	<p>Highlights of this year's event include:</p> <ul style="list-style-type: none"> • Golf tournament on the beautiful Pines Golf Course. • Education seminars with guest speaker Jack Adams from The Dodge Company. • Enjoy a relaxing whale watching trip on the Bay of Fundy provided with the courtesy of Heritage Memorials. • President's Banquet and dance. • Fellowship and fun with an old fashioned Atlantic kitchen party. • Your choice of hotel rooms in the Pines Resort Chateau or choose a romantic two or three bedroom Maritime Cottage. <p>For more info contact the APFD&SC at 506-662-3116 or ellfuneralhome@nb.aibn.com</p> <p>Call Digby Pines toll free 1-800-667-4637 for reservations. Ask for the APFD&SC rate of \$148.00 per night.</p> 
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Dr. Bill Webster

My wife and I are experiencing marriage problems.

Thank goodness they are not our own, but those of two very good friends of ours. (I bet that got your attention though!)

We've known Dave and Linda for a long time. While we always knew that Linda could be ... shall we say ... volatile, they always seemed able to resolve any problems they may have had. Last summer was particularly vicious, though, especially when Linda accused Dave of having several women "on the side." Nonetheless it was a surprise when, after Christmas, Dave left home and went to stay with his sister and brother-in-law who agreed to let him live with them for a while.

So far no surprises. Stuff happens. Marriages don't always work out. We hear about it every day, sadly.

It is not the leaving that is the surprise, it is the venomous force of the aftermath. Linda has embarked on a campaign of anger and outrage expressed mostly in emails to everyone they know in their circle of friends, family and colleagues. It has been nasty. And, incidentally, largely unfounded, although even saying that really doesn't matter. In such a situation there is always fault on both sides. No one is ever the "innocent party."

This situation got me thinking. Anger has the potential to take a difficult situation and make it a thousand times worse.

At a recent support group, Brenda, who is grieving the loss of her mother, shared a sad story. She recalled that when she was 11 years old, her mother had a dispute with her sister. They didn't speak to each other for years afterwards. Any mention of the person Brenda called "auntie" was enough to make her mother livid. She remembers that her summer days at auntie's cottage suddenly were a thing of the past; so were

Get Over It

By Dr. Bill Webster

the birthday and Christmas get-togethers with cousins and family. The two didn't reconcile for more than a decade, and even then it was never the same. And what was the grievance that split them apart? An argument over who should pay for a bag of groceries.

It was her aunt's expressions of regret to Brenda at her mother's funeral that had made her so sad. Buddha would say that the resentment was like a hot coal: She picked it up to throw it at someone else, but she was the one who got burned. A grudge is a gift that keeps on giving. But sadly the only thing it gives is misery.

Everyone operates primarily out of self-interest. We must expect that some times, out of self-interest, we will be annoyed by someone else's expression of their self-interest.

Interestingly, forgiveness can only occur when one has the ability to make choices. We have the choice to forgive or not to forgive, and no one can force us to do either. The ability to forgive is a manifestation of the personal control we have over our own lives. It usually proceeds along three steps.

Step One: You are filled with self-justified anger. At some point in your life you have been hurt and you are angry at the person you feel wronged you. You blame the person committing the wrong for how you are feeling. It is their action alone and not your choice of response that you feel is at the cause of your anger and you are convinced at this stage that it would not be right to forgive the offence.

*Smart ways to really move on:
Take a calming breath.*

Step Two: The second stage towards forgiveness emerges when after feeling angry with someone for a while you realize that the anger does not feel good to you. You either wish to repair the damage to the relationship, or it may be hurting your own emotional balance or physical health. So you take steps to ease your distress and forgive. You either try to see the problem from the other person's point of view or you simply decide to let the problem go.

Step Three: The third stage comes after you have seen the beneficial results of forgiveness and you choose to let go of your anger fairly quickly. Here, the choice is to feel the hurt for a short period of time, then work to either repair the relationship or "let go" of seeing the situation as a problem. The length of time you experience the situation as a grievance is up to you.

Everyone operates primarily out of self-interest. We must expect that some times, out of self-interest, we will be annoyed by someone else's expression of their self-interest. If I can understand that self-interest is the way that I behave and is an ordinary part of life, what is there to be upset about?

Let me suggest five steps to help get past anger and into a happier, healthier life:

1. Understand what forgiveness is ... and what it isn't

A lot of people don't want to forgive because they think it's wimpy or that it means they're saying the offender did nothing wrong. It is neither. You can send an offender to jail for a crime and still forgive them. People also think forgiveness requires reconciling with the person who mistreated them. It can ... but it doesn't have to. Forgiveness isn't really about the offender at all. You don't forgive people for their sakes, but for your own, because it means releasing yourself from their control with all the negative emotional and even physical implications of that. It means accepting that you were wronged but deciding to move on from your hurt and letting go of the anger that eats at you.

2. Grieve for what you've lost

Premature forgiveness has been compared to squirting whipped cream over garbage. The result may look good, but the underlying problem remains and will fester. To truly forgive, you must first feel your sorrow and that can take time. Even after you've decided to let it go, your anger may flare from time to time.

You need to be gentle with yourself. In time, memories of what happened return less often and feel less painful.

3. Don't wait for an apology

Sometimes the person who hurt you isn't even aware that they've done so. In other cases, they are incapable of understanding or caring. The simple words "I'm sorry" can be healing. But so is deciding that you no longer need to hear them.

4. Try to understand what motivated the offender

Generally speaking, bad behaviour is the result of emotional immaturity. Truth be told, Linda's negative behaviour came out of the fact that her dad left her mom many years ago, and she has been working on her own "self-fulfilling prophecy." She accuses Dave of affairs because that's what dad did, but also because it is easier for her own ego to say, "He left me for another woman" than to admit that he left her because she hasn't treated him very well.

5. Celebrate who you have become

In a study at the University of Miami, people who had been hurt by someone were asked to write about either the traumatic aspects of the betrayal or things they'd gained as a consequence, like discovering that they had unexpected strength. Those who wrote about what they'd learned or how they'd grown described feeling less bitter than the others participants and were also more likely to forgive others.

Life is a school for learning, and some of the lessons are painful ones. We can't avoid being hurt. But we can decide not to let our hurt overshadow the rest of our lives. Choosing to let go and move on doesn't leave you the same as you were before. It brings you greater understanding, maturity and more compassion, towards others, and towards yourself as well.

Smart ways to really move on:

Take a calming breath. When an upsetting memory arises, use deep breathing or another stress-management technique to allow yourself to feel your emotions without becoming overwhelmed by them.

Change the way you describe yourself. You were badly hurt, but you're also someone who was brave enough to choose to forgive.

Tell it one more time. Acknowledge your hurt to someone you trust, and then stop telling your grievance story once and for all. These stories keep hurt alive and can prevent you from being fully open to the people you need and love.

It is critical to remember the power of personal choice and the importance of exercising that choice to forgive, to bring peace and healing into our relationships and ourselves.

So, if you are harbouring a grudge or are angry over something that happened, personally or professionally, it's better to kiss and make up. Or don't kiss and make up. Just get over it. 🌻

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Arbor Announces Changes

Daniel Scanlan becomes chairman emeritus and names David Scanlan as new chairman

The board of directors of Arbor Memorial Services Inc. is pleased to announce that Daniel Scanlan has been appointed chairman emeritus of the board of directors, effective June 3, 2010. In connection with his appointment as chairman emeritus, Daniel Scanlan has resigned from the board of directors and from his position of chairman of the board. As chairman emeritus, he will remain involved with the board and will continue to provide the corporation with important guidance and leadership from his extensive industry experience and knowledge.

The board is also pleased to announce that David Scanlan has been appointed as chairman of the board. Previously, David served as vice-chairman. In addition to his appointment

as chairman, he will continue in the position of senior vice president, sales. 



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Jamie Rheault and Carine Deschenes soon after taking ownership of Irvine and Irvine Funeral Home.



Jamie Rheault

Changing Times

Young family establishes roots at Irvine and Irvine Funeral Home in northern Ontario

by Lisa Johnston

Jamie Rheault and Carine Deschenes were both young when they made the decision to become funeral directors. Although unclear where their paths would lead – and that they would meet each other along the way – the career choice has obviously paid off. This past November, the young couple became the new owners of Irvine and Irvine Funeral Home, with locations in Cochrane and Iroquois Falls, Ontario.

“I kind of made the decision later in high school,” recalls Rheault. “I was looking for something that I would have a chance to have my own business at some point in my life. I always wanted my own business and it didn’t really matter in what field at that time.”

In addition, Rheault remembers having fears about dying and death and



Carine Deschenes

also believed that entering the funeral profession would allow him to come to terms with these issues. As he became more engulfed in the program at Collège Boréal in Sudbury, he knew he made the right career decision quickly developing the compassion needed to help families through the difficult loss of a loved one.

“At first I did some observation in the funeral home in my hometown of Rouyn-Noranda in northern Quebec,” says Rheault. “Then I decided to pursue it in college and that’s where I developed a passion for funeral services. When I first began this venture, I didn’t know if it was going to be for me and here I am today with my own business. Obviously it was the right decision. Rheault not only landed himself a pas-

sionate career, he also met his wife, Carine Deschenes, at an annual funeral convention in 2005. Like Rheault, Deschenes also has early ties to the funeral profession. She was 16 when she decided to become a funeral director and following high school immediately enrolled at Collège de Rosemont in Montreal. During a placement in a small funeral home, she quickly discovered that her interest was not only in helping families plan appropriate funeral services, but also assisting them through the often-complicated grief journey.

After enrolling in a psychology certificate program at the University of Chicoutimi and learning how to help families deal with grief, Deschenes spent the next 10 years working at La Résidence Funéraire du Saguenay in Jonquiére in the Saguenay-Lac-Saint-Jean region of Quebec. By this time, Rheault had left Husle, Playfair and McGarry in Ottawa to move to Quebec to be closer to Deschenes.

"It was something unexpected to meet someone at a funeral convention," says Rheault. "The following year I moved to Carine's hometown and we began looking for an opportunity to buy a funeral home with the help of Armand Lagacé."

The couple was married in 2008 and in June 2009 put in an offer to buy Irvine and Irvine Funeral Home from then owner Tom Duffus. After negotiations went smoothly and a transition period that saw both Rheault and Duffus working side by side at the funeral homes, Rheault and Deschenes became the official owners on November 1, 2009. They barely had time to get settled before they welcomed their first child, Bryan, four days later.

"We are both 30 years old and we felt that now was the time to do it," says Rheault, adding that Deschenes was back to work a week after having the baby. "This opportunity just felt so right. There are few funeral homes for sale in the country because most of them pass from father to son. We have been looking for the last four years and we have looked at others, but they just never felt right. When we saw Irvine and Irvine, everything we wanted was there. And we are on the Ontario-Quebec border only about two hours away from my hometown. That was also a big plus as it brought me back close to my family."

Established in 1924, Irvine and Irvine Funeral Home assists with approximately 100 funerals per year. Largely a French-speaking community, the calls are split almost evenly between the two facilities located 40 kilometres apart. Currently, Rheault, Deschenes and Bryan are living in an apartment above the funeral home.

"The baby is very present in the funeral home because we live within the funeral home," says Rheault. "Families really appreciate having Bryan present. It is a small community and people are following his growth. We get a lot of people inquiring about Bryan.... And even though we have staff that take care of visitations, Carine, I and Bryan are present to greet everyone coming in."

Although the community is tight-knit – which generally means a longer acceptance period for new folk – the couple

"It is all about service and the little touches," says Rheault. "It is all about the little things we do because when we put them all together, that is what makes the difference; not one big thing."

has had a very warm welcome and already feel at home.

"We have felt very welcomed and we can tell that people really appreciate our services and our presence," says Rheault. "They like the fact that we are francophone. When we had the baby, it was amazing the amount of gifts and food we received. And even some nights when we are really busy, people will call us up and tell us not to worry about supper because they will bring us some food."

Rheault and Deschenes are reciprocating this community support by being active in a variety of organizations and associations. Rheault is an active member of the Knights of Columbus and the Access Transit Committee while Deschenes

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Jamie Rheault with his son Bryan at the funeral home.

has joined the Ladies of Isabel. They are also members of the local Chamber of Commerce and Board of Trade.

As the only licensed funeral directors at Irvine and Irvine,

“The baby is very present in the funeral home because we live within the funeral home,” says Rheault.

Rheault and Deschenes have had a busy start to funeral home ownership. They are joined by six part-time staff that will help with everything from answering the phones to driving the funeral vehicles. Both locations have been very well maintained allowing the couple to focus on the service component of their care. In addition to providing meaningful tributes, Irvine and Irvine Funeral Home also provides monuments and plans to implement a grief support program in the near future.


“We do not have the framing in place yet, but that is what we are working on with other support staff in the community,” explains Rheault.

Rheault believes such additional services will keep the community loyal to Irvine and Irvine, extending the warm welcome they have been fortunate to receive.

“It is all about service and the little touches,” says Rheault. “It is all about the little things we do because when we put them all together, that is what makes the difference; not one big thing. I’ve made arrangements here at 3:00 a.m. The family was travelling from Toronto and was stuck in a snow-storm and could not get here earlier. In order for them to have the visitation as planned the following afternoon, we made arrangements at that time.”

Rheault adds, “That’s what we are here for – to provide the best possible service and when they walk through the doors, we want them to feel like they are at home because it is already a painful experience to be in a funeral home.”

As for the future, Rheault says they hope to add one or two more directors at some point down the road. “We also hope to have the business play a stronger role in the community and implement our grief support program. We would like people to recognize us and to know us for what we do and the services we provide.”



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Rob Heppell

Is Your Website iPhone and BlackBerry Friendly?

By Rob Heppell

You want to make sure that you have all the essentials. You want to make sure there is text for phone and email use. If the contact phone number on your website is in graphic form, you have to first write it down and then dial it. If the number is in text, smartphones will actually allow you to click on it and then place the call.

This is important because 58 per cent of online consumers currently own a mobile phone capable of connecting to the web. (Source: PriceGrabber.com April 2009). Of the online consumers with web-enabled phones, 21 per cent own a smartphone, eight per cent own an iPhone (TM), and 29 per cent own another type of web-enabled phone. Forty-two per cent of PriceGrabber survey respondents said they own a non-web-enabled phone capable of using voice and text service plans only. Despite the economic climate, eight per cent of online consumers purchased their first web-enabled phone in 2009.

We are in a tough economic state at the moment but the number of smartphones just keeps on increasing. So we need to get with the times.

Here are steps for making your website iPhone and BlackBerry friendly:

- Make sure your website isn't too graphics heavy.
- Some funeral homes have these big "Splash Pages" that are just graphics and/or Flash. You have to click 'enter here'




or 'skip.' That is not really user friendly. People are busy and they get tired having to click through to get to your information.

- Make sure that the phone numbers and email address are in text so they can be easily clicked on when someone is using their smartphone allowing them to access the number or email.
- Consider a mobile version of your website. The websites we develop all have a feed to accommodate this and once the feed sees that it is a mobile browser, it feeds the user a different layout of the site that is more mobile friendly.

A TEST you can do

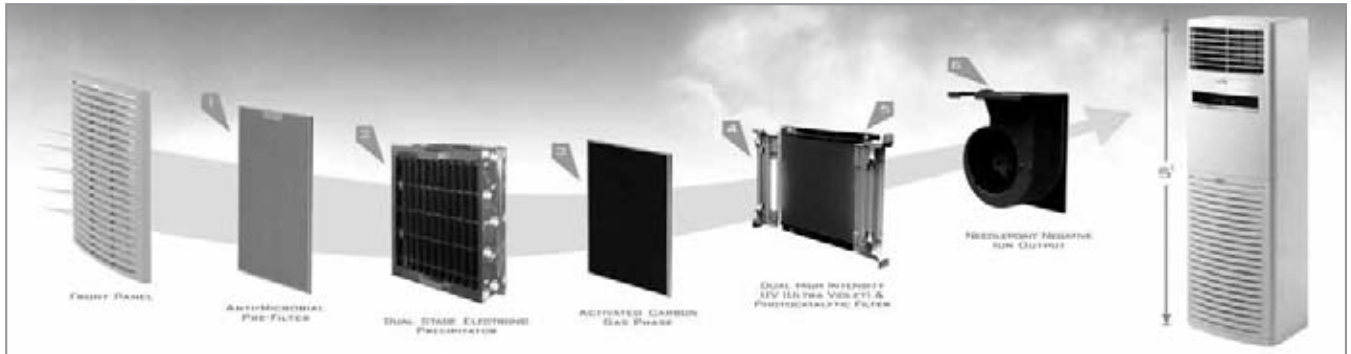
Go to Google and enter: cache:YourFuneralChapel.com or cache: Your URL. This is the text that the search engines see and

what the browsers see. The mobile versions of this will place the phone number right at the top of the web page allowing users to click on it and phone directly. If it is blank when you do this test and click on the text version only, then you know that people may have a hard time contacting you through their mobile device. 

Robin Heppell, CFSP, is a fourth-generation funeral director and funeral profession consultant focusing on funeral trends and funeral-related technology. For more Internet marketing tips for funeral directors visit: www.FuneralFuturistTips.com.

Cutting-Edge, Indoor Purification System Available

Industry leader Eckels and Company partners with Surgically Clean Air



Eckels and Company is pleased to announce its recently developed strategic business relationship with Surgically Clean Air. Surgically Clean Air is at the cutting edge of commercial indoor air purification. Designed by two medical doctors in 2003, it is an international, Canadian-based industry leader in the field of commercial air purification. When clean, pure, healthy indoor air for commercial applications is of the essence, Surgically Clean Air is able to provide air-purification solutions that are highly effective and yet operationally affordable.

Funeral home and mortuary personnel often face a variety of occupational health hazards. With this in mind, the Surgically Clean Air 301F combines six stages of air sterilization and purification in a single, dedicated, portable device. There are four capture stages for particulate matter and gases. Whatever is not captured enters into two 'kill' stages for volatile organic compounds, bacteria and viral infections. There is a final stage that 'energizes' the air.

Health Hazards Faced at Work by Funeral Home Personnel

- Routine exposure to dangerous chemicals like formaldehyde, glutar-

aldehyde, phosphine gas and organophosphates, as well as aerosolized contaminants, can pose serious short and long-term health risks.


- Formaldehyde likely represents the greatest health risk for funeral home employees. It is a volatile organic compound, which means that it vaporizes at room temperature, becoming a gas that can be easily inhaled. Exposure to low amounts of formaldehyde gas can cause:
 - Headaches
 - Eye, nose, throat irritation
 - Irritation of the upper respiratory tract
 - Dermatitis
 - Difficulties in breathing
 - Tightness of the chest, which can evolve into bronchitis.
- Formaldehyde is classified as a probable human carcinogen by many organizations, including the Environmental Protection Agency (EPA) and Health Canada. It has been shown to produce cancer in laboratory animals, as well as workers exposed to high amounts of formaldehyde in their jobs. Even if you are only exposed to minute amounts of the gas, it can accumulate over time and pose a major health risk.

Surgically Clean Air 301F Summary

- remove harmful chemicals like formaldehyde, glutaraldehyde, phosphine gas and organophosphates, as well as aerosolized contaminants

- reduce the spread of airborne illness
- allow staff and customers to breathe easier
- control odours
- cost effective
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- work more efficiently
- provide great PR for customers and staff
- show that you care about employees' health
- low-annual operating costs due to technologies utilized – less than \$180 per annum in consumables (running 24-7)
- reduce absenteeism

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Funeral and Cremation Services Council of Saskatchewan Spring Symposium Highlights

From May 28-30, 2010, the Funeral and Cremation Services Council of Saskatchewan held their annual spring symposium. Members gathered at the Radisson Hotel in Saskatoon for education, networking and fellowship.

Report from the Chair Summary

As I reflect on the year in review, I am reminded of a quote from the great American football coach, Vince Lombardi, "The achievements of an organization are the results of the combined effort of each individual." This simply put, would sum up the entire year of the FCSCS and its standing committees.

We were informed in April of 2009 of the Department of Justice's official appointment of Larry Wilson as the superintendent of Funeral and Cremation Services. His appointment was welcomed by the council and Larry has demonstrated great confidence in his role. In November of 2009, Larry took a medical leave and Eric Greene, deputy superintendent of Funeral and Cremation Services, has since been committed to the role. Council member Marlene Nedelcov also took a medical leave last year and best wishes are sent to both Marlene and Larry as they continue to recover.

Last year's symposium began with news of the H1N1 pandemic and since then committee members have been breaking new ground on this important issue. I commend Dana Smith-Short and the pandemic planning committee for their efforts and thank all the funeral homes that completed their pandemic plans. Pandemic planning is new ground for us and we will continue to monitor and improve this strategy.

A number of other projects have been initiated over the year including the ongoing review of the FCSCS Act by the legislative committee; revisions to strategic planning and the review of board governance and future planning requirements; completion of the second Assurance Fund review; launching of a revised website; and development of a newsletter.

I conclude my report by extending my most humble appreciation to all of our licensees, to those who have served on the council and committees over the past year, and to the continuing efforts and contributions made by our administrative team.

Terry Zip,
Chairperson



Back Row: Phil Fredette, Allan Higgs, Betty Anne Stevenson, Rev. Jerry Borkowsky
Middle Row: Dave Grambo, Jeff Ofstie, Basil Forsberg, Sally Nameth (Resource and Compliance Officer), Kim Stewart (Admin. Assistant)
Front Row: Sandy Mahon (Registrar), Terry Zip, Todd Lumbard
Missing: Larry Wilson (Superintendent), Jennifer Benning (Admin. Assistant), Tanya Chernick-Aldridge (Admin. Assistant) and Marlene Nedelcov (Council Member)

Registrar's Report Summary

A major revision took place to the council website in 2009 and online individual licensing renewals are now available. The system continues to be tweaked based on suggestions from licensees.

In 2009, 19 complaints were received at the council office. Eleven complaints were made by consumers, six by



Funeral and Cremation Services Council of Saskatchewan presented long-service awards. Presenting are (left) Terry Zip and (far right) Todd Lumbard. Accepting awards, left to right, are David McCaw, 46 years, Randy Pshebylo, 25 years, Ken Scheirich, 25 years, and Earl Mosewich, 25 years.

licensees and two from other sources. Three complaints were referred to the investigation committee and three discipline committees were convened during the year to deal with matters arising in previous years.

Sandy Mahon
Registrar

Audit/Finance Committee Report Summary

The committee is committed to maintaining accountability for all revenue and expenses. With the present system of gathering revenues to meet our expenses, we do not propose any increases in licences or regulatory fees.

All third-party services and the day-to-day activities of the council office have also been reviewed. The committee is confident that we are

receiving good value in all third-party work and that proper procedures are being followed for all office activities.

At the direction of our auditors, a 2008 actuarial review of our accounts has now been completed. The overall results indicates a significant increase in actuarial liabilities, however this increase was offset by the fact we have not experienced any claims against the Assurance Fund in the last eight years. The end result is a status quo for levies and rates. A detailed copy of the actual report can be found on the council's website.

Peter Wiesner
Chairperson



Jeff Weafer thanks guest speaker Jeff Chancellor for his presentation.



Saskatchewan Board of Funeral Homes Inc. Seated: Gloria Malinoski, President Don Zehner, Terry Zip. Back row: Pat Grondin, Todd Lumbard, Rick Schnieder.

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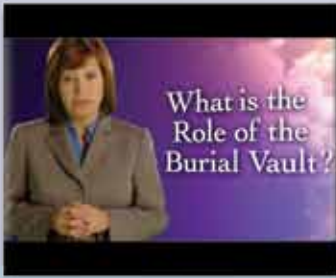
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Standard Protection - Concrete Master	High-Strength Concrete	Upgraded Plastic Liner	Stainless Steel Casket & Concrete Cover	Personalization Options Available	Stainless Steel Interior Reinforcement			
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To learn more, contact another of Wilbert's powerful sales resources, your Wilbert Licensee. They can show you how to make these proven tools a valuable part of your vault presentation.



Saskatchewan Board of Funeral Homes Meeting Update

by Donald Zehner, President

We have a few first-time members to our organization this year and even though we are still not quite at 100 per cent it is crucial to have their continued support in giving us the voice we need as we address many issues facing funeral service today whether with government, FCSCS, colleagues or the public. To increase that support we, as a group, have decided to include transfer services to have an opportunity to be a part of the SBFH, Inc.

The hard work of the board paid off with the approval of the new rates for Ministry of Social Services and INAC rates earlier this year, along with new rates with the Coroner's Branch. This year we have continued to keep and build on that relationship with the two ministries responsible.

Probably the most challenging was the impact of the H1N1 pandemic and the importance of planning. We had

a plan in place, however our governments did not feel it necessary to include us on the initial immunization list. We will take this as a lesson learned and will be better prepared when it happens again.

In 2008, the Vital Statistics Registry transferred from the Ministry of Health to Information Services Corporation (ISC) of Saskatchewan and they asked for our input on the new online registration process that should be put in place sometime in the fall of 2010. Though this process does not address our issues with doctors and the retrieval of medical certificates, it will be a step forward towards modernization of the burial permit process in Saskatchewan.

We also continue to support FSAC and were able to secure the 2012 FSAC National Convention and Trade Show in Regina, SK. ❁

Licence Presentations and Embalmer and Funeral Director Intern Awards



Cheryl Carlson receives the Practical Embalming Award of \$1000 from council chair Terry Zip.



Kathryn Gray receives the \$1000 award from council chair Terry Zip for the highest mark in the Jurisprudence Licensing Examination for a funeral director and/or embalmer.



Todd Lumbard and Terry Zip present licence to Shannon Jeannot.



Todd Lumbard and Terry Zip present licence to Mallory Silzer.

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Nova Scotia Hospitality

Atlantic Provinces Funeral Directors and Service Convention offers education, networking and down-home fun

by Lisa Johnston

Digby Pines Golf Resort and Spa in beautiful Nova Scotia is the host venue of this year's Atlantic Provinces Funeral Directors and Service Convention. Taking place September 23-25, the event will feature education, networking, relaxation and fun.

"It is pretty much the same format we've had the last few years," says Phil Ells, secretary-treasurer, Atlantic Provinces Funeral Directors and Service Convention. "It opens with a golf tournament and reception. Then we have education all day Friday followed by the president's banquet, dinner and dance. On Saturday, we will have our annual general meeting, a whale watching trip ... and a close-out Atlantic kitchen party."

The planning committee is expecting approximately 125 delegates to take part in this year's convention. The entire event is hosted by the Funeral Service Association of Nova Scotia and will be chaired by the association's past-president John MacIsaac.

"There are several reasons for attending the Atlantic Convention," says MacIsaac. "It's a chance to socialize with your fellow directors from around the Maritimes and Atlantic Canada. It is a chance to learn some new tricks of the trade with guest speaker Jack Adams. And it is a chance to support and remain a member of our local associations. It is important to bond together and work together and be one group in solidarity."

MacIsaac adds that he is pleased that Dodge Company's Jack Adams will be the keynote speaker during the Friday education sessions. "We expect very interesting topics that will bring something new to the table. We don't always get high-quality speakers such as Jack to Atlantic Canada."

The whale watching tour around the Bay of Fundy (sponsored by Heritage Memorials) is sure to be a highlight. Delegates will also have the opportunity to experience the flair and hospitality of Nova Scotia with an array of local entertainment both Friday and Saturday night.

"In Atlantic Canada, when everybody gets together they get together in their kitchens and that is what we are working



Photo of "The Grinders" taken in Digby at a downtown summer venue. The group is very energetic and play to all age groups.



Keynote speaker Jack Adams from the Dodge Company.

with," says Ells. "It is a wonderful opportunity to meet your peers and rekindle those friendships that you have bridged over these events through the years, and learn something new. And it is a wonderful weekend to relax."

The Digby Pines Golf Resort and Spa is a treasured location at the southern end of the Annapolis Valley. The resort is a former CP Hotels property that was built in the early 1900s and offers one of the province's premier golf courses. Delegates can stay in the hotel or book a more private cabin. However, attendees should be aware these are not rustic lodgings but high-end units with hardwood floors and fireplaces. A stand-alone facility located within the resort will host the convention activities and is a short walk from almost anywhere on the property.

"The Annapolis Valley is just like being in heaven," adds Ells. "It is probably one of the best locations we've chosen to host our convention."

MacIsaac extends his appreciation to all the sponsors who have made the event not only possible, but also an exiting and educational forum with top-notch speakers and down-home entertainment. Platinum sponsors: Canadian Funeral Trade Association, Heritage Memorials and Scotiabank. Gold sponsors: Batesville Canada, Dodge Company, LeVOCC Air Purifiers, Gravure Craft, TD Canada Trust Prepaid Services and Concept Casket.

"It should be a good weekend of Maritime hospitality that everyone should enjoy," concludes MacIsaac. ❄️



Press Release:

Vaella Consulting Launches Image Library

Vaella Consulting, the industry innovator in personalized stationery and commemorative products is proud to announce the launch of its Image Library. "Funeral homes have been looking for a way to offer many themes without having to maintain excessive stationery inventories", says Jean Vaillancourt of Vaella Consulting. "By using our Image Library with Deaton-Kennedy product, funeral homes have access to over 120 different themes with one simple click of a mouse. There is no complicated software to download, you just click and print." Registered users can visit the online image library, print images to suit their Deaton-Kennedy picture frame register books, produce coordinated 2-up memorial cards, candle products and personalized laminated bookmarks. The idea with the Image Library is simple: inventory less and offer more. Many funeral homes are now showing the Image Library album and families are simply selecting an image that appeals to them while accurately reflecting the life of their loved one. Funeral homes can then proceed to produce the personalized stationery theme selected by the family in house. "With the evolution of technology and equipment, I feel that it is an idea whose time has come", says Vaillancourt. Personalized packaging options are also well received by funeral homes as Vaella Consulting was the first Canadian company to offer foil stamped funeral home logos as a standard for every stationery gift box set they produce. Mr. Vaillancourt says he is very proud to be the first to offer these types of innovative tools to funeral service professionals across Canada and that the Image Library is one more tool that funeral homes can use to exceed their families' expectations.

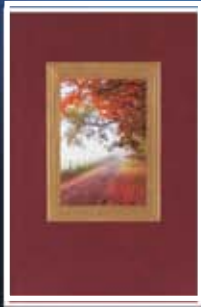
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Any questions, comments or suggestions can be
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jvaillancourt@victoriavillegroup.com

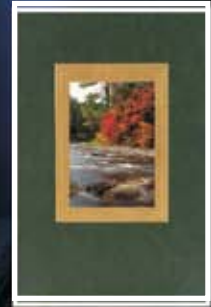


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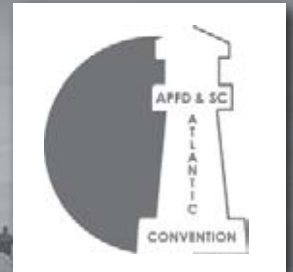
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Highlights of this year's event include:

- Golf tournament on the beautiful Pines Golf Course.
- Education seminars with guest speaker Jack Adams from The Dodge Company.
- Enjoy a relaxing whale watching trip on the Bay of Fundy provided with the courtesy of Heritage Memorials.
- President's banquet and dance.
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Today's Funeral Inspires Conversations

National FSAC initiative launched to increase awareness of funeral options

by Lisa Johnston

“What would she have wanted?”

These are the words no funeral director wants to hear but all too often families gather at a funeral home with this question. Many families avoid the topic until it is too late and instead use guesswork while planning final arrangements.

A new public awareness campaign launched by the Funeral Service Association of Canada (FSAC) hopes to eliminate this sad scenario by making it easier for families to talk about the subject. The “Today’s Funeral” initiative is comprised of three components – an advertising campaign, informational brochures and a website – and was created to share stories about the many ways possible to celebrate a life lived in the hope that people will plan funerals that tell a story about the unique individual.

“Our goal is to get Canadians talking about the many options for today’s funeral,” says Sue Lasher, chair of the strategic development committee for FSAC. “The campaign uses gentle humour, inspiring stories and user-friendly information to encourage families to talk about their own wishes and preferences.”

The website is operational and the initiative was officially launched at FSAC’s annual convention in June. A mail out and advertising campaign is slated to follow in the coming months.

“Having a funeral service is obviously an important aspect

of grieving and we wanted to make sure the public is aware of that,” adds Lasher, a licensed funeral director and the manager of Foster’s Garden Chapel in Calgary. “A funeral service can be interpreted in many different ways for whatever is appropriate to each individual family and we just wanted to make sure that people understand that a funeral service is whatever it means to them.”

Seven different print ads will highlight an array of funeral options that range from the traditional to the very modern. One ad describes how a funeral procession visited a deceased’s favourite morning spot – the local coffee shop drive-thru. Other ads feature stories about a NASA fan whose ashes were rocketed into space and a baby boomer whose service featured rock ‘n’ roll music. The print ads also highlight eco-friendly funerals, multimedia presentations and other funeral options of which Canadians may not be aware.

“Probably the story that caught my eye the most was the individual who was 22 that actually posed on his motorcycle,” says Lasher. “I think that’s a feat in itself for the embalmer, but definitely it’s an example of what can be done.”

Another snippet on the website describes the graveside service for an ice-cream truck driver. At the memorial service, an ice-cream truck was on hand to serve treats to the mourners.

In addition to reading about unique funerals, visitors to the website can also request a free brochure, sign up for an e-zine or share their own unique and inspiring funeral stories.

“As Canada’s population ages, it’s critical that people begin talking about their final goodbye before a funeral service

MY TOES WERE TAPPING THROUGH THE ENTIRE SERVICE.



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Sample of Today's Funeral Advertisement



THE ENTIRE FUNERAL PROCESSION HIT THE DRIVE-THRU.

Because every morning, without fail, she would pick up a coffee.

Celebrate a loved one's life in a way that would reflect their tastes, their interests, their personality, the way they lived their life. Create a service that's exactly how they would have wanted it.

TODAY'S FUNERAL
Make it personal. We can help.

Ask us how. For examples of unique funeral services visit www.todaysfuneral.com

Sample of Today's Funeral Advertisement

"Whatever is important to that family, we make happen to highlight the life of the individual they are commemorating.... Families are bringing in more and more memorabilia of their loved ones and more video tributes are being done. We once had a service for a lady who painted and we took down all our artwork and put all hers up in the reception area. I think it is so important that Canadians realize that these types of things are available to them and it makes it more meaningful for them to have a service."

FSAC member funeral homes will have the opportunity to order the advertising campaign for their market area. Lasher adds that she hopes that everyone will utilize the campaign believing that it will help reinforce the value of a funeral service.

"There is a definite movement in some areas across Canada away from having any kind of service," says Lasher. "We want to impress upon the public the emotional importance of having a service."

is needed," says Lasher. "Having a conversation before the time of need provides huge peace of mind for all involved. It completely eliminates the anxiety of wondering if you are planning the type of funeral or memorial your loved one would have wanted. The Today's Funeral campaign makes it easier for families to start that discussion."

According to the campaign, the most important aspect of a funeral is the emotional value it provides the bereaved. Whether it is traditional, progressive or somewhat in between, every funeral service meets the same emotional needs. Loved ones gather to say goodbye, share memories, tell stories and accept the condolences of family and friends. Gathering to mourn the loss and mark the end of a unique life is crucial to the psychological healing of the bereaved.

With people starting to think outside the box, Lasher says funeral homes across the country are conducting more unique services that reflect very different lives and tastes. Requests for unique services are starting to stretch the creativity of funeral directors as funerals move away from more traditional settings like churches or funeral home chapels.

"We are seeing such a wide variety of different types of services even here in our own funeral home," says Lasher.

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Aurora Acquires Alliance-St. Laurent Casket Company

Largest family-owned casket company adds top Canadian hardwood casket company

Aurora Casket Company, the largest family-owned funeral service supplier, has completed the acquisition of Canadian casket provider Alliance-St. Laurent Caskets. Based in New Brunswick, Alliance-St. Laurent will now operate as a wholly-owned subsidiary of Aurora, following the acquisition of the remaining 50 per cent of the business. Aurora acquired a 50 per cent share of the business in 2006, and has been a distributor of Alliance-St. Laurent products for more than 15 years.

Founded in 1978, Alliance-St. Laurent is a leading provider of hardwood and cloth caskets, and cremation and transport containers to funeral service providers throughout North America. Paul Michaud will continue to serve as president of Alliance-St. Laurent.

“Our partnership with Aurora has been mutually beneficial for our companies, our employees and the clients we serve,” Michaud says. “As a wholly-owned subsidiary, we will continue to focus on quality, innovation and business growth.”

Alliance-St. Laurent operates three manufacturing facilities – two in Quebec, and one in New Brunswick. These facilities join Aurora’s manufacturing locations in Aurora, Indiana; Cincinnati, Ohio; and Piney Flats, Tennessee.

“We are thrilled to bring another trusted family business into the Aurora family,” Aurora Casket Company president Bill Backman says. “The products produced by Alliance-St. Laurent and the relationships they have established throughout the funeral service profession will be key to our continued growth and service to our clients. There is intense competition for this market segment, and our partnership



“Our partnership with Aurora has been mutually beneficial for our companies, our employees and the clients we serve,” Michaud says.

with Paul and the team at Alliance-St. Laurent provides Aurora an even stronger position in offering more to our clients.”

About Aurora

Founded in 1890, Aurora is the largest family-owned funeral service supplier. Aurora caskets are proudly made in the United States and Canada, with headquarters based in Aurora, Indiana. For more information about Aurora products and services, visit www.auroracasket.com.

Assurant Life of Canada Partners with Peacehold to Offer Aftercare Services with Pre-Need Coverage

Comprehensive documentation service adds value to funeral insurance policies

Assurant Life of Canada, a leading provider of insurance to pre-fund funeral, burial and cremation expenses, and Peacehold Inc. have partnered to offer a comprehensive aftercare estate documentation service to Assurant's Canadian clients.

Effective immediately, Canadian consumers have the option of including Peacehold estate documentation services when purchasing a pre-need life insurance or annuity funding plan through funeral homes and insurance agents associated with Assurant.

"When a loved one has passed away, the last thing that families want to do is spend time figuring out what information is required and forms to be filed to settle the deceased's personal and business affairs," says Anderson Lookkin, vice president of Assurant Life of Canada. "Through Peacehold, we can now offer a comprehensive service that relieves families of this worry and gives them more time to share quality experiences with friends and loved ones."

Lookkin says this service represents the next generation of aftercare benefits and demonstrates the leadership of Assurant and Peacehold in this area.

Through a comprehensive evaluation process, Peacehold's associates review over 180 documents for each family, including pension forms and CPP death benefits. They also assist in redeeming and/or transferring rewards points, checking for dormant bank accounts, retiring personal information and much more.

Over the years, Peacehold has assisted Canadian clients on matters from over 32 different countries, helping them with non-Canadian insurance policies, pensions, international passports, etc. "Because identity theft is a growing problem, it is critical to begin the notification process as soon as possible following a death," Lookkin says. "Our service greatly reduces this risk to the estate and the family, which is a valuable benefit."

"Compassion and support is required at this very difficult time," says Larry Culford, president of Peacehold Inc. "Our



Larry Culford




associates conduct themselves in a professional and caring manner with the utmost kindness and respect, which explains why many families have used our service for more than one family member."

The number of Canadian deaths continues to increase every year, with 242,863 occurring from July 1, 2008 to June 30, 2009, leaving estate executors with a vast responsibility. The Assurant-Peacehold solution enables them to complete a large part of their duties at a very reasonable cost with professional assistance and without ever having to leave their home.

Assurant Life of Canada and its predecessor companies have been doing business in Canada for over 40 years. Assurant Life is a subsidiary of Assurant, Inc., a premier provider of specialized insurance products and related services in North America and select worldwide markets. Assurant is a Fortune 500 company and a member of the S&P 500. Its common stock is traded on the New York Stock Exchange under the symbol AIZ. Assurant has more than \$26 billion in assets and \$8 billion in annual revenue.

Peacehold, a Canadian-owned corporation established in 2007, is the pioneer and authority for the completion of estate documentation. Based in London, Ontario, Peacehold operates in all provinces and can provide services in four languages.

For more information, go to www.assurant.com or visit www.peacehold.com. 



McCall's Westshore Funeral and Cremation Services is located on the ground floor of a condominium building.



A warm and relaxing home-like atmosphere permeates the building.

A Broader Scope

McCall Bros. Funeral Directors announce new Westshore location

by Lisa Johnston

For four generations, McCall Bros. Funeral Directors Ltd. has served the greater Victoria area. Over the years, they have established a caring and supportive relationship with families requiring assistance while evolving with the changing needs of the death-care profession. This growth has continued with the opening of their newest location – McCall's Westshore Funeral and Cremation Services – providing a convenient and affordable alternative for families living in the area.

"Though we have been serving the Westshore and Sooke region for generations, with the growth of Victoria and the growth of these regions, we believe that to deliver better service to the people, we need a physical presence in order to be involved in the community and be a part of the Westshore," says David McCall, a third-generation owner of McCall Bros.

The newest McCall Bros. location, which officially opened its doors on March 1, 2010, will operate as a satellite site for the existing two full-service funeral homes – McCall's Floral Chapel and Reception Centre in Victoria and Sequoia Gardens Memorial in Royal Oak. The facility, which is located on the main floor of a new condominium complex, houses two arrangement offices as well as a selection room displaying the latest array of caskets and other burial and memorial products.

Located in what is referred to as Victoria's Westshore region, it is home to one of British Columbia's fastest growing cities, Langford. The area is also comprised of Colwood,

"People have to understand that McCall's is all about its reputation," says Ellwood.

Metchosin, the Highlands, View Royal and the nearby city of Sooke. While the area is growing at a remarkable rate, one thing will remain the same – the familiar face of longtime resident John Ellwood who has officially been appointed manager of the newest location.

"I did my apprenticeship at Bardal Funeral Home in Winnipeg under David Pritchard," recalls Ellwood, "but I am a West Coast boy. I was born in Vancouver but mainly lived my entire life in Courtenay, Victoria and Castlegar; all the great places in life as far as I'm concerned. When I finished my apprenticeship in the summer of '88, I moved back to Victoria and have been with McCall's ever since."

With over 22 years of experience as a funeral director in Victoria with McCall's, Ellwood also has strong ties to the local community. He served as a Westshore RCMP auxiliary constable from 1994 to 2002, and also currently heads up the security force at Juan de Fuca Recreation Centre and Bear Mountain Arena. He has resided in the Westshore area since 1994.



One of two arrangement offices.



Casket Display



Urn and Memorial Products Display

and was very well attended by the public and various clergy. Ellwood says attendees commented that they appreciated the warm and relaxing atmosphere of the facility, adding that it felt like home.

“Everyone knows McCall’s, but now that we are right in their community, it is a better experience for them,” says Ellwood. “I’ve had people literally come in here, and say, ‘We are so glad you are here.’ There are other funeral homes in the area, but it is nice to have a locally-owned, independent family-run home available to families.”

Families using the Westshore location to plan their arrangements will have a choice of selecting one of the other two McCall’s locations for their visitations and services or can book alternative facilities closer to home.

“We don’t have a chapel and there is no visitation available at this location but we do have a lot of venues out here we can utilize,” states Ellwood. “We actually have a church right across the street from us and in speaking with the pastors there, they said we could use their facilities at any time. Plus, Victoria isn’t too far away for families that want to go downtown.”

McCall Bros. was founded in 1921 by James and David McCall. The business later transferred hands to their sons, Torrey and Graham. Today, the company is run by Graham’s son, David, and has welcomed the fourth-generation into the company – David’s

son, Trevor, and nephew, Craig Williams.

Ellwood believes the newest addition to the McCall’s family is another step to growing with the expanding communities of Victoria’s Westshore area. With the new growth comes new ideas and challenges, and McCall’s has always been ready to step up to the plate.

“People have to understand that McCall’s is all about its reputation,” says Ellwood. “We have been in Victoria since 1921 and being an employee for 22 years speaks volumes about how you are handled and treated as staff. In addition, part of the reason McCall’s has done so well is because we’ve evolved. Funeral service changes all the time and we have been leaders. Rarely do you hear people talk about funerals anymore; they talk about celebrations of life. We’ve changed with people; we’ve adapted to their needs. And that’s the reason for McCall’s success.”

“One of the reasons that Dave wanted me out here is because of my knowledge of how the community works and the people out here,” says Ellwood.

According to Ellwood, the newest location gives the 89-year-old Victoria company – and the largest independent-owned funeral operator in the province – a stronger foothold in an expanding and ever-changing market.

“McCall’s wanted to have the opportunity to make it more convenient for people living in the Westshore and Sooke area. They can be looked after closer to home instead of having to drive downtown,” explains Ellwood. “We have been thinking about this for several years and thought that the time was right. We felt it was really important that we got out to this area to make sure people were aware that McCall’s was there for them.”

A grand opening weekend took place at the end of April

FrontRunner Professional Integrates ASD's FUNERALSYNC into all of its Solutions

FrontRunner Professional recently announced that it has integrated ASD's FUNERALSYNC 1.0 and 2.0 into all of its system offerings. FrontRunner Professional's core foundation of its "one-write" logic twines perfectly with the logic of ASD's FUNERALSYNC. FrontRunner Professional is currently the only funeral home website and management funeral solution to offer the FuneralSync 2.0 feature.

"As FrontRunner Professional continues to rapidly grow its network of funeral professional clients, we are finding more and more are already using the exceptional answering services of ASD. It was natural that we adopt the automated systems developed by ASD that will automatically transfer funeral service details from any FrontRunner System to ASD both effortlessly and efficiently through one click of a button.

"The integration of these systems' efficiencies makes it a winning combination that raises the bar even higher," says



FrontRunner president Kevin Montroy. "Yet, as advanced as the FUNERALSYNC program is today, our two great companies are committed to working together to unleash the FuneralSync and the IMS logic to provide an unprecedented new level of service and convenience."

"As a family-owned and operated company ourselves, it has been a pleasure to work with another compassionate and like-minded family company who shares our passion for excellence. FrontRunner's vast funeral experience and expertise shines through in all of the solutions they develop for the market and we look forward to a long-standing relationship as an integration partner with them," says vice president of ASD, Kevin R. Czachor.

For more information about the ASD FUNERALSYNC integration, contact FrontRunner Professional at 1-866-748-3625 or online at FrontRunnerProfessional.com.



FrontRunner Professional Introduces New Integrated Memorial Donation Handler

FrontRunner Professional has introduced a comprehensive feature that is included in all of their current website and IMS systems. The Memorial Donation Handler is an integrated component of "The Perfect Website™", Arranging Director™ and IMS systems offered by FrontRunner Professional. It allows funeral homes to facilitate complete fulfillment of memorial donations from their funeral home's website, optional kiosk or memorial donation desk configurations.

Funeral homes have always had a historic partnership with charitable organizations surrounding the time of a death. This is largely due in part to the caring nature of the funeral profession; reaching out, helping communities and organizations to rally around and support the families they serve in their time of need.

"The partnership with Artez Interactive was key to bringing this service and convenience to our valued funeral home clients, their families and the communities they serve. All

funds transacted are instantly deposited directly in the charity's account," says Kevin Montroy, president of FrontRunner Professional. "The integrity of this solution was paramount in our strife to bring this much sought-after solution to our customers."

This service truly raises the bar for those committed to providing the highest standard of service and convenience. It provides a vast number of reporting, auditing and fulfillment features to make the handling of memorial donations at funeral homes a much more simpler and efficient process.

"We are constantly looking for new ways to help our charity clients reach further. FrontRunner's expertise and rapidly growing network of funeral professionals was a natural partnership and we are proud to be part of these revolutionary new systems," says Artez U.S. president, Mark Sutton.

For more information about the Memorial Donation Handler, contact FrontRunner Professional at 1-866-748-3625 or online at FrontRunnerProfessional.com.

Messenger Announces New Ownership

Industry leader acquired by private equity investment firm; company management and location of operations to remain unchanged

Norwood Promotional Products, LLC announced that Messenger, the funeral profession's leading supplier of funeral stationery, has been acquired by Prairie Capital V, L.P. Messenger has been owned by Norwood since 1999. It was announced that all current management will remain in place and company operations will continue to be based in Auburn, Indiana.

Referring to the ownership change, Kevin Keane, Messenger's president, comments that, "While our relationship with Norwood has always been very good, we are extremely excited with the prospects of working with Prairie and intend to continue to be a strong player in the funeral industry while exploring opportunities to enhance that position."

Bob Hoaglund, Messenger vice president of sales and marketing, adds, "Prairie acknowledges the strength of our sales the last several years and expects us to continue that success in

the future. What we are really excited about is that they have committed their resources to help us in those efforts."

Nathan Good, vice president at Prairie Capital, states that, "The Messenger transaction is consistent with Prairie's strategy of partnering with management to effect a change of control transaction of a niche market leader. We believe that, working together with management, we can provide strategic support and resources to further Messenger's already dominant market position."

Messenger, established in 1913, has grown to be the most innovative manufacturer of funeral stationery products in the United States. The company is known for featuring the works of well-known artists, such as Thomas Kinkade, and for introducing retail packaged box sets.

Prairie Capital, founded in 1997, is a Chicago-based private equity investment firm focused on investing in



Bob Hoaglund

lower middle-market businesses undergoing a change of control. Prairie has closed 73 platform investments, across a broad range of industries, since its inception and is currently investing out of its fifth fund.

For more information, please visit www.messengerstationery.com or call Messenger at 1-800-827-5151. 



Prairie Capital, founded in 1997, is a Chicago-based private equity investment firm focused on investing in lower middle-market businesses undergoing a change of control.

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inquiry@afsa.ca or 800.803.8809

**Dealing With Grief
David Kissane, MD**

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University
October 25: Edmonton - Ramada Inn,
City Airport
October 27: Red Deer - Westerner Park
dwg@afsa.ca or 800.803.8809

**CREMATION ASSOCIATION OF NORTH AMERICA
(CANA)**

92nd Annual Convention
August 4-7, 2010
Sheraton Waikiki Hotel
Honolulu, Hawaii

**Crematory Operators Certification
Program**

October 9, 2010
National Funeral Directors Association
Convention
Earnest Memorial Convention Center
New Orleans, Louisiana

**Crematory Operators Certification
Program**

November 17, 2010
Kates-Boylston Annual Business Seminar
The Venetian
Las Vegas, Nevada



CANADIAN FUNERAL TRADE ASSOCIATION (CFTA)

**Canadian Funeral Trade Association
(CFTA) National Trade Show**

Toronto 2010
September 28-29, 2010
Direct Energy Centre, Exhibition Place
Toronto, ON

Limited block of rooms available for \$145
at The Hyatt Regency Toronto - King
Street. Log on to www.thecfta.org and
subscribe to receive more trade show
information.

**CORPORATION DES THANATOLOGUES DU
QUÉBEC (CTQ)**

Annual Convention
September 12-14, 2010
Quebec City, PQ

**FUNERAL SERVICE ASSOCIATION OF BRITISH
COLUMBIA (FSABC)**

**29th George Wright Open Memorial
Golf Tournament**

Friday, August 20, 2010 - 11:30 am
Hazelmere Golf Course
Surrey, B.C.
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Front Hotel. FSABC rate \$139 per night.
Call (604) 542-0102.

For sponsorship opportunities and
registration information, call the FSABC
at 1-800-665-3899.

**MANITOBA FUNERAL SERVICE ASSOCIATION
(MFS)**

Membership Appreciation Weekend
September 10-11, 2010
Clarion Hotel Winnipeg

**ONTARIO ASSOCIATION OF CEMETERY AND
FUNERAL PROFESSIONALS (OACFP)**

**97th Annual Educational Conference
and Trade Show**
October 27-29, 2010
Deerhurst Conference Centre and Resort
Huntsville, ON

**98th Annual Education Conference and
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November 18-20, 2011
Sheraton Parkway North
Richmond Hill, ON

**ONTARIO FUNERAL SERVICE ASSOCIATION (OFSA)
AGM/Conference**

In conjunction with the CFTA, the
OFSA will hold their AGM/Conference
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www.canadianfuneraltrade.ca,
1 (800) 268-2727 or (905) 407-1065

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September 12-14, 2010
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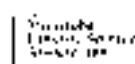


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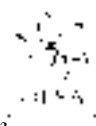
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 1-866-787-4050 Toll Free
 (416) 787-4050 Local (For Toronto residents)

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CANADIAN CANCER SOCIETY

National Office:
 10 Alcorn Ave., Suite 200, Toronto, ON, M4V 3B1
 Tel: (416) 961-7223 • Fax: (416) 961-4189
 Website: <http://www.cancer.ca> • Email: ccs@cancer.ca
 A national community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. For additional information please contact:
 • Your local office as listed in the white pages of your local phone book • Our Cancer Information Service at 1-888-939-3333; or • Our Division Offices, listed below.

British Columbia/Yukon: 565 West 10th Avenue, Vancouver, BC V5Z 4J4 • Tel: (604) 872-4400
 • Fax: (604) 872-4113 • E-mail: inquiries@bc.cancer.ca

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 • E-mail: ccsnb@nb.cancer.ca

Nova Scotia Division: 5826 South St., Suite 1, Halifax, NS, B3H 1S6 • Tel: (902) 423-6183 • Fax: (902) 429-6563
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Prince Edward Island Division: 1 Rochford St., Suite 1, Charlottetown, PEI, C1A 9L2 • Tel: (902) 566-4007
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 SOCIÉTÉ CANADIENNE DE L'HÉMOPHILIE (SCH)**

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 Montreal, QC, H3A 1K2
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 Registration #0263996-11

The CHS exists to improve the quality of life of all persons with hemophilia or other inherited bleeding disorders and those infected with HIV and Hepatitis C through blood transfusions. Its mandate includes research, care and treatment, educational programs, support and advocacy.

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 E-mail: graceg@east.cnib.ca • Website: www.cnib.ca
Divisions:

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 Tel: (204) 774-5421 • Fax: (204) 775-5090

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 231 Saunders St., Fredericton, NB, E3B 1N6
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 1-800-267-9474 E-mail: nat@childrenswish.ca
 Website: www.childrenswish.ca • Contact: Linda Marco
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Branch Offices:

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Website: www.lls.org/canada

The Leukemia & Lymphoma Society of Canada is a not-for-profit, registered charity whose mission is to cure leukemia, lymphoma, Hodgkin's Disease and myeloma, and to improve the quality of life of patients and their families.



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Fax: 416-297-2651 • Web site: www.waramps.ca
E-mail: dave.saunders@waramps.ca
Charitable Business No. : 1316 9628 RR0001

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


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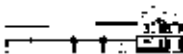

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
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
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Future Seminar Will Take Place Before the NFDA Convention in New Orleans

Daniel M. Isard, president of The Foresight Companies, LLC, a Phoenix-based management and financial consulting firm that specializes in providing services to the funeral and cemetery profession, announced they are sponsoring a seminar again this year before the NFDA Convention in New Orleans. The seminar will be held Sunday, October 10, 2010.

"We perfected last year a seminar format that we will repeat this year allowing for more audience participation and allowing the panel of presenters to actively engage with each other," says Isard. "This year the panel will be made up of Quinn Eagan and Scott Simons as well as myself, and we are going to highlight our thoughts on how to best operate the funeral home business in the future starting with the toys, technology and techniques that are available today!"

Quinn Eagan is the president of the pre-need marketing company PFP. PFP is and has been the foremost producing organization of pre-need throughout the United States and Canada.

"My objective is to share with you some cutting-edge automated systems that work cost-effectively delivering results to help you climb ahead of your competitor," says Eagan. Eagan will be leading the seminar in the areas of measured funeral home growth through pre-need marketing. "This format of the seminar is great. Last year we had a great deal of fun presenting with the panel interacting as well as the solid questions from the audience. I look forward to being able to contribute to this program in my own hometown."

Scott Simons is the president and owner of SRS Computing, which over the past 10 years has come to be the leading privately-owned technology provider to the funeral and cemetery business.

"I have the opportunity to be able to look at the technology trends that exist in the industry every day and can see how they are progressing. Those that have the greatest affect




Daniel M. Isard

Dan Isard, the president of The Foresight Companies, author of four books and the publisher of Preneed Perspective.

upon the success of a business are the items I will be talking about in this workshop," states Simons.

No one speaker is better known in funeral service today than Dan Isard, the president of The Foresight Companies, author of four books and the publisher of Preneed Perspective. Isard has been leading the industry to evolve to its next level for three decades.

"I get to see the operation of those businesses that are growing and dying every day and see what tools and techniques of operation will allow these businesses to grow market share and increase profitability. That is going to be the areas that I provide concrete references to during this meeting," says Isard.

If you are planning to attend the NFDA Convention you should get in early enough to participate in this event. Continuing education credits are provided by the Academy of Professional Funeral Service Practice. The seminar will have advance registration from noon to 1 p.m. with the workshop going from 1 to 5 p.m. Following the workshop the audience is invited to stay, mingle and talk to the presenters during a lavish cocktail party. Seminar registration is limited. Discounted registration will be provided for early registration and multiple people attending from the same firm. Foresight will help arrange for state CEUs if people register early enough to apply. For registration information, call Susan Drago at 800-426-0165. 

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Parkland Funeral Services, Stony Plain, Alberta is looking for a Funeral Director/Embalmer. We are a busy funeral home looking for a dynamic person that is both a team player and can work independently.

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Interested parties may forward their cover letter and resumé to: Don Morton at Parkland Funeral Services, 3502-44 Avenue, Stony Plain, AB T7Z 1L1 or to don.morton@scius.com

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We offer a competitive salary, paid overtime, yearly salary increases, year-end and Christmas bonuses, a deferred profit-sharing program, health benefits, and a flexible health spending account.

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We are looking for a Licensed Funeral Director/Embalmer to join our team of dedicated professionals.

The successful candidate will have proven abilities in all aspects of funeral service, a strong work ethic, a genuine caring nature, and will work well in a team environment. Applicants must be able to communicate effectively with families to develop meaningful, personal funeral services with the goal of exceeding expectations. We seek individuals who enjoy becoming actively involved in the community and establishing relationships with those we serve. The ideal candidate will be a compassionate, personable individual who is committed to a high standard of excellence.

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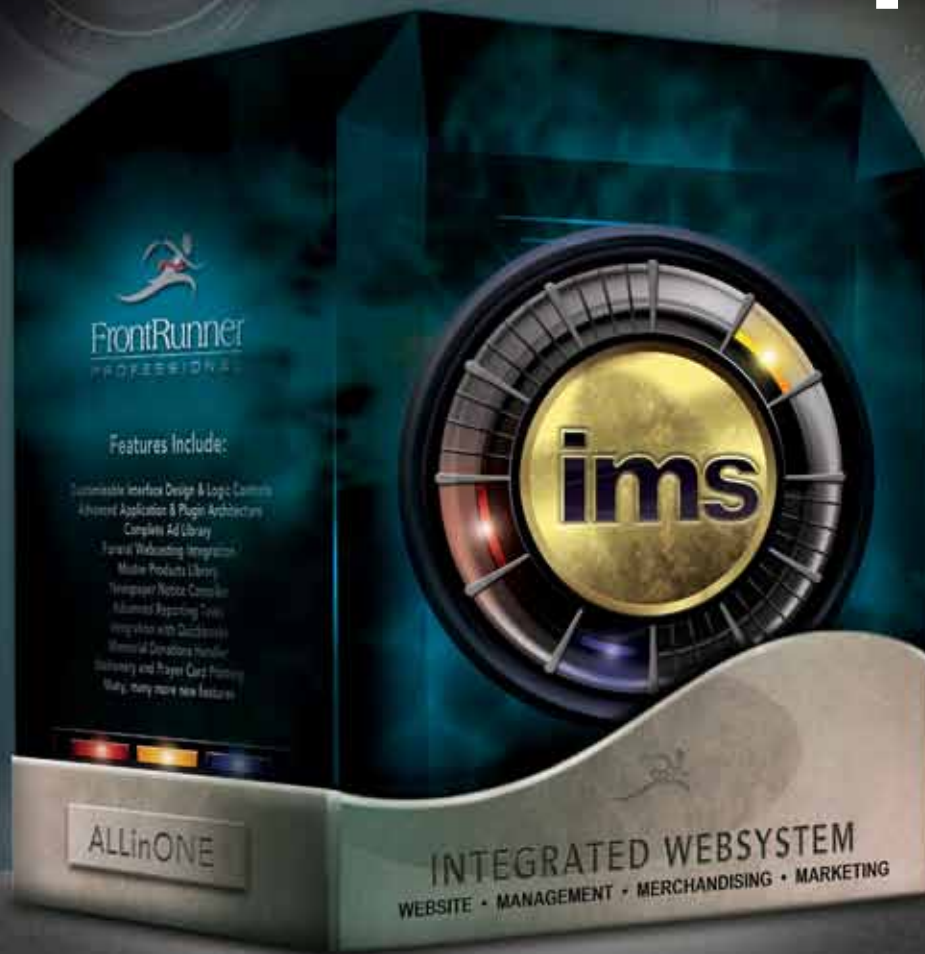
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