

CCABC News



2008 CCABC &
FSABC Annual
Conference

Conference
Presenters

Next CCABC
Administrator's
Workshop Dates
March 12
May 6
May 8
May 14

WorkSafe BC
New Legislation
for Working
Alone or in
Isolation

News From the
BPCPA

See You In
Vancouver April
16-18

2008 CCABC & FSABC ANNUAL CONFERENCE

THE POWER OF SYNERGY ... Combining Forces For Professional Growth
Sheraton Vancouver Wall Centre | April 16 – 18, 2008

13 Reasons You Should Attend the 2008 CCABC| FSABC Conference

1. To learn about a method to easily recall and store information into memory.
2. Hear about how it's a great time to be in funeral service and that the future looks good from a demographic point of view.
3. To get some fast facts on common challenge areas of the Cremation, Interment and Funeral Service legislation
4. To explore the topic of green funerals and environmentally friendly disposition and learn to separate fact from fiction.
5. To build a successful cremation strategy that focuses on "education first" before creating meaningful and profitable cremation services.
6. To examine the evolution of the wedding business and learn ways to transfer these trends to funeral service.
7. To receive proven tools, tips and strategies designed to turn on every individual's internal success magnet.
8. To find out how to increase your sales by changing your perspective by introducing end of life planning to the financial community and deepening relations with hospice, nursing homes, fire and police and other agencies.
9. To attend the annual business meeting of your Association and learn about common needs, common goals and recent accomplishments.
10. To learn about the latest products and services at the Exhibitor's 2008 Showcase.
11. To be reminded about the importance of laughter and fun as a healthy tool to manage work day stress.
12. To network and cultivate relationships.
13. To sit up on the edge of your seat, fully engaged, eyes wide open in total amazement at the closing conference banquet!!

**REGISTER TODAY FOR WESTERN CANADA'S PREMIER CEMETERY,
CREMATORIUM AND FUNERAL ASSOCIATION EVENT!**

2008 CONFERENCE PRESENTERS

Bob Gray CSP HoF, is a Guinness World Record holder who has traveled the globe teaching many fortune 100 & 500 companies how to work more efficiently and effectively through better recall. He has appeared on Ripley's Believe It Or Not, Live with Regis and the Today Show. He is a Certified Speaking Professional and a Canadian Speaking Hall of Fame Inductee.

Tom Holland is in his 27th year in the insurance industry and is currently Vice President of Sales for Assurant Life of Canada/FamilySide. He is responsible for sales development and implementation of marketing and training programs throughout Canada for Assurant Life of Canada. Tom earned his CPC designation through the National Funeral Directors Association and holds his DTM designation through Toastmasters International and his Certificate in Management through the American Management Association.

Roger MacPherson is the Director of Training and Market Development for Remco Memorials Ltd. He has been involved with the memorial industry since 2000. For the 25+ years prior to his career with Remco, he has held positions in marketing and sales management in the automotive retail industry where he still maintains a consulting practice in sales training & program development. He has also served for 3 years in eastern Europe as Marketing Manager for a jointly owned Federal-Provincial crown corporation involved in trade development in non-traditional markets. He has given presentations throughout Western Canada and the US on memorial and sales-related subjects to retailers, funeral service directors and managers, cemeterians, community groups, service clubs, health care institutions and sales managers.

Jeff Chancellor began his career in the pre-need sales division of a large cemetery/funeral chain in 1985. He graduated first in his class from the Alberta School of Mortuary Science in 1989. Jeff's working experience is varied and includes working on a project establishing mortuary embalming in Japan, manager of a high volume mortuary, owner of a safety training company, as an instructor at the Center for Funeral Service Education at Mount Royal College in Calgary, Canada, and as a Dodge Company Representative traveling Western Canada, Nevada, California, Hawaii and Guam. He is a qualified embalmer, funeral director, crematory operator and a certified Funeral Celebrant. Jeff has lectured to professional funeral service associations and businesses in eight countries on three continents.

Steven P. Schaal, Division Manager of Sales & Marketing for the Matthews Cremation Division, represents over 15 years in the death care industry. Steve is responsible for all domestic and international sales and marketing functions for both Human & Animal Cremation Equipment (IEE/ALL Crematory brands) in Orlando, Florida and Elder-Davis Caskets in Richmond, Indiana. Steve has spent most of his career utilizing consumer research as the foundation for strategic development. He has successfully identified numerous products and services that are being utilized in today's funeral environment. Steve's credentials includes the successful rollout of the fractional display system –**The York Merchandising System™** (YMS), a turnkey cremation merchandising/marketing and fixtures program titled **MasterTouch™ Cremation Planning**, the industry's first comprehensive pet loss program titled **Faithful Forever™ Pet Loss** and a direct fresh floral registry program for funeral professionals titled **Mourning Flowers™**. Steve is an accomplished public speaker (NFDA, CANA, ICFA, CCC and others) and others) and has written/published numerous Industry articles on the topic of cremation.

Doug Gober began his funeral service career twenty-six years ago as a sales representative for the Batesville Casket Company. While with Batesville, he won numerous sales awards. He also served as a consultant on various marketing and merchandising programs conducted on a national scale. A native of Birmingham, Alabama, Doug graduated from the University of Alabama in 1977, where he earned a Business Degree in Accounting. Subsequently, he became a Certified Public Accountant specializing in industrial audits and corporate taxes. In 1995, Doug Gober joined The Doody Group as Executive Vice President. Working in the United Kingdom and France, Doug successfully directed the European operations for the company. He has been instrumental in planning and implementing a number of innovative merchandising concepts and products created by The Doody Group, and its parent company, The York Group, Inc. Doug has been a pioneer in developing the York Merchandising Systems, which is now being offered in more than 1800 funeral homes in the United States, Canada, and Mexico. He has also presented marketing and merchandising seminars to industry professionals worldwide.

Terri Knox is an insightful, innovative and high energy speaker, author, trainer, and life coach who will challenge you with tools such as introspection and humor to live each day with passion and purpose as you journey on your road to self discovery and enlightenment; learning to maximize your unique God given potential on both a personal and professional level. Her major areas of expertise are: personal development, achieving work life balance, self-image, team-work and customer relations.

Toni Noel was born in Denver, Colorado, attended the University of Denver, worked as a real estate broker from 1975 before joining Citi Smith Barney in 1983 as a Vice President-Wealth Management Consultant. Toni has counseled clients on financial issues and concerns immediate in nature, to comprehensive life planning including end of life planning. Inspired by personal events, Toni created "A Touch from Beyond" in January 2005 as a way to comfort and heal the bereaved. Her company has evolved into a welcome and powerful tool to enhance sales, marketing and community relations in the end of life industry.

Chris Johnson, aka Dr Laugh graduated from Kindergarten in 1949, and hasn't really progressed much further! He hails from Yorkshire England via White Rock BC and is living proof of the saying which goes "You don't stop laughing cause you grow old, you grow old cause you stop laughing" He is now retired, after 38 years as an educator and now spends more time than ever before speaking all across North America.

Tayt Winnitoy is the Vice President of Regulatory Operations for the Business Practices and Consumer Protection Authority.

Register before March 14, 2008 and received the Early Bird Discount!

Join us April 16 – 18 at the Sheraton Vancouver Wall Centre!

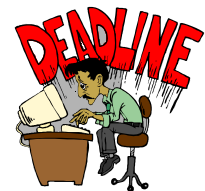
Download Conference Program and Registration Forms from www.ccabc.org or call us today at 1-866-587-3213!



IMPORTANT DATES TO REMEMBER!



Deadline for "Early Bird" conference registration	March 14
Deadline for "Exhibitor" registration	March 14
Deadline for Sheraton Wall Guest Room Booking	March 23
Deadline for all Conference Registrations	April 4
Deadline for Full Registration Refund	April 4



GREAT VALUE!! GREAT PROGRAM!! REGISTER TODAY!!

**Career Development ... Accredited Programs ... Showcase 2008
Network and Socialize ... Membership Meeting**



Are we operating with our

EYES WIDE CLOSED?

The Cemetery & Crematorium Association of BC (CCABC) is pleased to announce that the one day workshop **focused on the effective management and administration of the cemetery office operation** will be presented in 5 locations across the province.

Have you ever asked yourself or staff?

- ★ *What does the provincial legislation require of cemetery operations?*
- ★ *Do my contract documents comply with the Cremation, Interment and Funeral Services Act (CIFSA) and regulations?*
- ★ *What should my cemetery bylaws be?*
- ★ *Where do I turn for advice related to cemetery operations?*
- ★ *Does my cemetery staff understand the families they are servicing?*
- ★ *Do I have a clear path of communication between the cemetery office and field staff?*

If you answered yes to any of the above questions, this workshop is for you.

Who will benefit from this program?

- ★ People in your organization responsible for the management of the cemetery operation
- ★ Those who assist families every day both in the cemetery office and in the cemetery
- ★ Municipal cemetery operators will find this workshop especially helpful as they bring their facilities and staff into compliance with the Business Practices and Consumer Protection and Cremation, Interment and Funeral Services legislation.

What will the program include?

- ★ **LEGISLATION JEOPARDY** - We've all watched an episode of Jeopardy and now you have a chance to play. We'll find out how much/little we know about the law, control of disposition, contracts, care funds, records, bylaws and cremation in relation to the Cremation, Interment and Funeral Services Act and related documents. A BPCPA representative will be on hand to answer questions and clarify concerns.
- ★ **INTERNAL COMMUNICATION** - How do we improve communication between the office and field staff? We will take a look at the common pit falls between the office and field staff and through discussion create a list of solutions.
- ★ **BY-LAWS & REGULATIONS** - No doubt this session could be dry but you will be provided with a better understanding of the purpose, consideration during the writing of, the substance, process, composition and ongoing consideration of cemetery by-laws and regulations.
- ★ **WHAT ABOUT.....WHAT IF.....** - This is your turn to fire questions at the panel and learn from fellow attendees. A great networking opportunity.
- ★ **TODAY'S CEMETERY CUSTOMER** - Who is today's cemetery customer and what are their general expectations? It's about recognizing and remembering who we are dealing with, what they are going through and what our role is. A brief refresher course on customer service.
- ★ **RESOURCE & CONTACT INFORMATION** – Who do I call after today? A list of provincial contacts and various resource outlets will be provided.

What will be taken away from the workshop?

- ★ Information from workshop sessions and communication skills that can be used every day, on the job, as you provide service to your community
- ★ A reference tool complete with all applicable legislation
- ★ An operator's guide to the BC Business Practices and Consumer Protection Act and the Cremation, Interment and Funeral Services Act.
- ★ Contact and resources information
- ★ A list of all those participating in the day

Are continuing education credits available toward a Funeral Director's License?

- ★ Yes. This workshop has been approved by the BPCPA for 6 continuing education credits.

Previous Attendee Feedback

"Discussions, questions and interaction. It was great!" "Excellent general overview ... I learned a lot"
"Most informative seminar I've ever attended on this subject" "I've learned so much today ... thank you"
"I enjoyed the workshop tremendously and will be making some changes soon"

Where will the next workshops be held?

March 12, 2008	Courtenay, BC Comox Valley Funeral Home 1101 Ryan Road
May 6, 2008	Dawson Creek, BC Reynars Funeral Home 1300 – 102 Avenue
May 8, 2008	Cranbrook, BC McPherson's Funeral Service 2200 – 2nd Street S.
May 14, 2008	Kamloops, BC Location to be determined

All locations:

Workshops will be held from 8:30 am – 4:00 pm.
Registration / check-in will begin at 8:00 am.

How can I register and pay for the workshop?

- ★ Enclosed is a registration form for this workshop.
- ★ Payment can be made by cheque or credit card.

To ensure Early Bird rate, registration and payment must be received before the early bird registration deadline for each location.

Where can I get additional information about the workshop?

Cemetery & Crematorium Association of British Columbia
Suite 211 – 2187 Oak Bay Avenue Victoria, BC V8R 1G1

Toll Free: 1-866-587-3213

Fax: 250-592-4362

E-mail: info@ccabc.org

www.ccabc.org



Information for Employers

WORKING TO MAKE A DIFFERENCE

Complying with new regulations for working alone or in isolation.

New amendments to the Occupational Health and Safety Regulation on working alone or in isolation became law on FEBRUARY 1, 2008. Employers must identify, eliminate and control hazards before a worker is assigned to work alone or in isolation. Employers must implement a procedure for checking the well-being of any worker assigned to work alone or in isolation.

Employers are expected to be in compliance with these general provisions on February 1, 2008. These provisions mirror existing health and safety requirements that employers should already be in compliance with.

BUSINESS PRACTICES AND CONSUMER PROTECTION AUTHORITY

Update from the Cremation, Interment and Funeral Services Advisory Group

The last meeting of the CIFSAG was held on January 17, 2008. Discussion related to cemeteries and crematoriums included:

Leased Interment Rights: The members were advised that discussion of this alternative option took place at the CCABC's 2007 conference. Surveys were circulated to members of the CCABC and the Municipal Cemetery Network. A reasonable response rate was received from both groups with 68% + supporting the concept of creating a leased grave interment right. Following a discussion the members agreed that the issue be added to the group's issue log for further development. The introducing member will develop a more formal discussion document requesting assistance from other group members as required.

Inquiries: The top 5 inquiries made during 2007 to the BPCPA were:

- ◆ Inquiries regarding preneed contracts (cancellation rights/refunds/and required contents)
- ◆ Inquiries as to how to find where the deceased is buried
- ◆ Concerns about posted price lists (fairness and differential between companies)
- ◆ Inquiries about where cremated remains can be scattered
- ◆ Pricing inquiries

Recently there have been a number of complaints received about a marker sales company in the lower mainland. While the business is not required to hold proper licensing, they do fall under the statute. There are over 30 consumers who allege they paid for markers that were never delivered or installed as agreed. Any inquiries can be directed to Ken Garley at extension 1804 who is the enforcement inspector handling the file.

Licensing of Preneed Sales Persons: The ministry was provided with the member's input on possible alternatives to licensing of funeral services salespeople. The feedback will be given consideration by the Ministry as it develops its position further on the matter. The CCABC maintains its position with respect to not pursuing recommendations for licensing of preneed salespersons and will be taking no further action at this time.

Media: Top 5 inquiry media requests for the year: green burials; emission controls; artificial reefs and cremated remains; funeral service practices in other provinces; and the Princeton funeral home case.

Licensing: In 2007 there were 19 cemetery licenses renewed and 42 crematorium renewals.

Inspections: In 2007, 92 interment inspections and 10 crematorium inspections were conducted. Crematoriums had an average approval rate of 62%. Places of interment had an average approval rate of 72%.

A complete set of minutes from the January 2008 meeting can be downloaded from the BPCPA website www.bpcpa.ca

*Join us at the 2008 CCABC and FSABC Conference in Vancouver where Tayt Winnitoy, Vice President of Regulatory Operations for the Business Practices and Consumer Protection Authority will examine with the attendees some of the common challenge areas of the Cremation, Interment and Funeral Services Act!
See you in April in Vancouver!!*