



Canadian Funeral Trade Association

CFTA helping you help others

www.thecfta.org

SPRING AND SUMMER
2009

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President's Report



The past year was one that had much change, from the global economy to consumer attitudes. As change is inevitable, it is imperative to be both flexible and open minded whether in business or personal life. The CFTA is working together with members and associations to adapt to the changes we face and come up with innovative and viable solutions to enhance the funeral profession.

The CFTA continues to be a major supporter of many associations across our entire country from provincial to district and currently we are the only association providing such a practice. In fact, the CFTA sponsored more than 20 events throughout Canada in 2008 and had excellent exposure in the 2 major funeral publications. The Association will continue to be very supportive of the funeral profession with a focus on educational opportunities. The Provincial Sponsorship Program continues to be a value add offering of the CFTA and there are some provinces that have benefited the last few years from this unique program. We have enhanced our speakers' roster with some excellent, high impact professionals who will gear their presentation specifically for the funeral profession as well as educational workshop programs all available through this Sponsorship Program.

As in previous years, the CFTA has sponsored bursaries for new Funeral Directors at Humber College, Mount Royal College and College Boreal and there are plans to expand our Bursary Program even further, which will touch even more individuals in our profession.

The CFTA Board has been meeting regularly on our strategic direction of the Association and we have gained excellent traction on a number of core initiatives for its future. We have started the planning of a large scale tradeshow to be held in fall of 2010, in Toronto and we are excited to bring back this highly requested event for the funeral profession.

The Canadian Funeral Trade Association will continue to forge into the future with a solid track record and develop the framework that benefits not only the CFTA members but the funeral profession as a whole.

Finally, the CFTA feels it is important to adhere to a green program regarding our newsletter distribution, therefore we will no longer print our newsletter and we strongly encourage you to visit our website at www.thecfta.org for further information on how to subscribe.

Ray Fournier
President

For additional information about the CFTA and its members, please visit www.thecfta.org

Annual General Meeting • April 8th

The CFTA's Annual General Meeting took place at The Lord Nelson in Burlington, Ontario. With 14 members in attendance from across Canada and North America, the meeting proved to be a great success. The members were provided with detailed information on the CFTA's business from 2008 as well as details on where the CFTA is going for 2009/2010. Healthy dialogue took place amongst the members on matters from liability insurance as it relates to CFTA sponsored events to the "greening" of funerals under the Coalition Council's mandate. Three Directors were elected to the Board, with one new Director, Bob Hoaglund of Messenger accepting the nomination. Welcome Bob, CFTA's newest Board Member. Chak Morcos presented a power point which included the announcement of the 2010 Trade Show. The meeting followed with a friendly gathering of members and concluded in the early evening.

CFTA Board of Directors 2009/2010:

Ray Fournier, President
Batesville Canada

Richard Steele, Director
H. S. Eckels and
Company (Canada) Ltd.

Robert Hoaglund, Director
Messenger

Geoffrey Quinton, Treasurer
W. L. Smith & Associates Limited
AfterLoss, Inc.

Gordon Ropchan, Director
Imperial Evergreen
Casket Corporation

Mid-Year • April 9th

OFSA's meeting took place at the Holiday Inn Burlington Hotel & Conference Centre where over 100 members and suppliers gathered. After the morning meeting, guests sat down to lunch and listened to the winning essay of the writing contest, given by Stephanie Bedell of Niagara Falls. The CFTA sponsored this contest and President, Ray Fournier as well as Treasurer, Geoffrey Quinton presented Stephanie with a cheque for \$2,500 representing the first prize for "Your Family Matters" Writing Contest. The CFTA also sponsored the speaker during the lunch, Peter Watson of Response Generators. Peter, a marketing expert and President of his London based company, took the audience through a interesting discussion on Social Media and how it could be the way of the future as it relates to business. OFSA President, Brian Parent concluded the luncheon and thanked all in attendance.



Pre-Game Warm-Up • April 21st



The CFTA hosted a wonderful event at the Marriott Hotel in Toronto as a pre-game warm-up to the TDFDI Hard Rock Café Spring Dinner and Blue Jay Game. At the conclusion of the first day of Post Grad, the attendees as well as other guests were treated to a very special cocktail reception, with over 350 in attendance, which provided an opportunity for CFTA Supplier Members to mingle with their customers from across the province. President, Ray Fournier and Treasurer, Geoffrey Quinton presented a cheque in the amount of \$2,500 to the President of TDFDI, Brad Jones, representing the CFTA's sponsorship of the Spring Dinner at the Hard Rock Café.

Did You Know...

In a recent "BusinessWeek" article, Vancouver (Life Expectancy 81.2) was ranked #4 in "The World's Best Places to Live 2009," scoring a 107.4. Mercer Consulting conducted a survey using a point scoring index on the quality of living in 2009 and Vienna, Austria (Life Expectancy 79.5), with a score of 108.6, was the top ranked city. Baghdad scored the lowest with a 14.4. The following are the other Canadian cities to make the top 30 list:

- 15. Toronto, Ontario (Score - 105.3; LE - 81.23)
 - 16. Ottawa, Ontario (Score - 105; LE - 81.23) tied with Berlin, Germany (LE - 79.26)
 - 22. Montreal, Quebec (Score - 104.2; LE - 81.2)
 - 26. Calgary, Alberta (Score - 103.5; LE - 81.2) tied with Singapore, China (LE - 79.2)
- San Francisco was 30th on the list with a life expectancy of 78.1.

The survey covered 215 cities around the world and was primarily conducted for the purpose of assisting governments and major companies place employees on international assignments. Along with the quality of living criteria, the survey also recognized the cities with the highest ranking of personal safety based on internal stability, crime, efficiency of law enforcement, and relations with other countries.

Newest National Member

Northern
Casket



Gord Ferguson
Northern Casket (1976) Ltd.
165 St. Peter Street
Lindsay, K9V 4S3
www.northerncasket.com

The CFTA would like to welcome Gord Ferguson of Northern Casket (1976) Ltd. to the National Member Level. Northern Casket has been a Regional Member for many years and has seen the value that a National Member status can bring to his business. Thank you Gord for your loyalty and commitment.

Founded in 1926, Northern Casket produced its first casket on February 2, 1927. Throughout more than 80 years of manufacturing, Northern has worked very hard to produce goods of superior quality of materials, construction and workmanship. The simple philosophy of Northern Casket, to produce superior goods at competitive prices, has resulted in our success and growth from a small regional supplier of caskets to a major Canadian manufacturer. It is Northern Casket's rigid maintenance of our manufacturing philosophy that allows Northern Casket to enjoy a reputation for providing the finest cost/value products in the market today. Northern Casket pledges to continue to honour the privileged trust that Canadian Funeral Directors and the families they serve, have placed in us for over 80 years. World leader in Environmental Burial products and Cremation products. Makers of Enviro-Casket™.

NO METALS, NO PLASTICS, NO CHEMICALS.

A legacy for future generations that is individually handmade.

Coalition

The current focus of the Coalition Council is Green Funerals. The members of the council deemed it relevant to write a manual on Green Funerals in Canada. The council sent out requests to 8 people to produce the manual. It received three proposals back and out of those, they chose Jennifer Johnson of New Brunswick to write the manual.

Jennifer has been busy interviewing various people from the 3 sectors of the funeral profession (suppliers; funeral homes; and cemeteries) and she is gathering information from other sources in North America and the UK. The manual is to be ready for distribution at the AGM in Kelowna this June.

CFTA Supplier Representatives for the Coalition Council 2009/2010

Ray Fournier
Batesville Canada

Gordon Ropchan
Imperial Evergreen Casket Corporation

Allan Cole
MacKinnon & Bowes Ltd.

Gord Ferguson
Northern Casket (1976) Ltd.

Suppliers Supporting Students

Over the years, as tuition costs have risen, government funding per student has diminished. As a result, young people and their families are assuming greater responsibility for financing their own education. Your generous gift to scholarships and bursaries responds to this challenge and will inspire, motivate and support Mount Royal students in the completion of their education.

| Patricia Warmington, Director of Development

Comments like this make it all worthwhile! The Canadian Funeral Trade Association Scholarship Fund at The Mount Royal College Foundation is appreciated. We will continue to support schools across the country and are looking into broadening our support in the future. The other two schools that we will continue to support are Humber College and College Boreal.

TDFDI Report

TDFDI held a dinner meeting at the end of last year, at which time Reg Gamble, a funeral director from Almonte, Ontario was the featured speaker. Mr. Gamble related the method in which funeral directors in his area of Ontario approach local authorities, and were able to gain a sizeable increase in the amount they receive for providing funeral services for the Department of Social Services. He provided the group with a detailed procedure of how TDFDI and other provincial groups could go about gaining increases to Social Service allowance they currently receive.

Mr. Gamble's remarks were very well received and TDFDI has begun a similar program of outreach to the Department of Social Services. The topic was considered so important that non TDFDI members were invited to hear Mr. Gamble's message and they were encouraged to take part in the initiative, and join TDFDI as well.

- ▶ TDFDI continues to consult and meet with local Pandemic Planning authorities as they update their plan.
- ▶ Planning for the TDFDI golf outing is underway and further details will be forthcoming.
- ▶ TDFDI continues to face membership challenges and is considering ways that they can encourage newly licensed funeral directors to join the association.
- ▶ TDFDI is very grateful for the support that CFTA has given over the past year and they look forward to the CFTA's continued participation in the future.
- ▶ The CFTA continues to support TDFDI with their Spring Dinner and Annual Golf Tournament.
- ▶ The CFTA thanks Richard Steele for stepping up and being the interim representative on the TDFDI Board.

CFTA Supplier Representative for TDFDI 2009/2010

Marc Robinette - Batesville Canada

For a Current Member Roster visit the CFTA website

www.thecfta.org



Canadian Funeral Trade Association

CFTA helping you help others.

Media Up-Date

This past year we continued to communicate regularly with the membership. We adopted new, modern communication tools, such as email campaigns and on line questionnaires. This is as well as producing our usual ads, banners and power points. We continued to advertise in both trade magazines CFN and CFD nine(9) full colour pages in each magazine and we posted any new ads in the Exhibitors area of the website. All CFTA ads display the logos of all National Members. Chak Morcos will continue to keep you, the member, informed of all of the happenings of the CFTA via the website.

Saskatchewan Spring Symposium • April 24th

The Saskatchewan Board of Funeral Homes Inc. held their "Spring Symposium" at the Delta Regina in April this year. The CFTA sent out formal e-mail invitations to all Funeral Directors and CFTA Suppliers resulting in over 60 members attending. They were treated to a great reception at the Delta Regina wherein Phil Fredette, President of SBFHI thanked the CFTA for its sponsorship. A special thank you goes to Gloria and Connie of Malinoski & Danyluik Funeral Home for assisting with the long distance preparations for this event as well as CFTA Supplier Member, Justin Labuick of Batesville Canada for helping out on the "night of" and acting as our association's representative at the event.

CALENDAR OF SPONSORED EVENTS

Provincial Events

April 9th, 2009

OFSA "Mid-Year Meeting"

CFTA - Writing Contest Winner "Your Family Matters"
CFTA - Luncheon Speaker "Social Media"
Holiday Inn Burlington Hotel &
Conference Centre, Burlington



April 24th, 2009

SBFHI "Spring Symposium"

CFTA - Supplier Cocktail Reception
Delta Regina, Regina, Saskatchewan



June 3rd to 6th, 2009

"Ripe With Opportunities"

AFSA, FSABC & FSAC Annual Conference
CFTA - Gold Level Sponsor
Kelowna, British Columbia



June 3rd, 2009

FSABC "George Wright Memorial Golf Tournament"

CFTA - Golf Cart Sponsors
The Harvest Golf Club, Kelowna, B.C.



June 18th, 2009

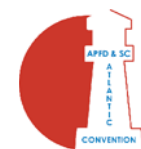
OACFP Charity Golf Day "The Unforgettables Fund"

CFTA - Golf Cart Sponsors
Glenway Country Club, Newmarket, Ontario

September 17th to 19th, 2009

"60 Years of Fellowship"

APFD & SC Atlantic Convention
CFTA - Platinum Sponsor
Rod Mill River Resort, P.E.I.



October 6th to 8th, 2009

OFSA "Annual Convention"

CFTA - Supplier Showcase
Delta Inn, Kitchener, Ontario



Regional Events

April 21, 2009

Post Grad "Pre-Game Warm-Up"

Suppliers' Cocktail Reception
Marriott Hotel, Toronto, Ontario

April 21, 2009

TDFDI Spring Dinner

Hard Rock Café, Rogers Centre
Toronto Blue Jays vs. Texas Rangers

May 6th, 2009

Georgian Bay FSA Meeting

May 14th, 2009

Bay of Quinte FSA Meeting

May 23rd, 2009

Western Ontario FSA

AGM/Dinner - Best Western Hotel,
Sarnia, Registration starts at 2:30

June 9th & 10th, 2009

North Eastern Ontario FSA

AGM/Dinner - Educational Sessions
Holiday Inn, Sudbury

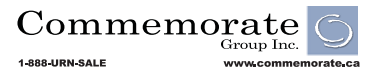
November

Ottawa & District FSA Meeting

Visit our website for more events...

Visit our
new
website!

All sponsored CFTA Events are available at the
Events Calendar on the CFTA website:
www.thecfta.org



For a Current Member Roster visit the CFTA website
www.thecfta.org



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