



DECEMBER 2017

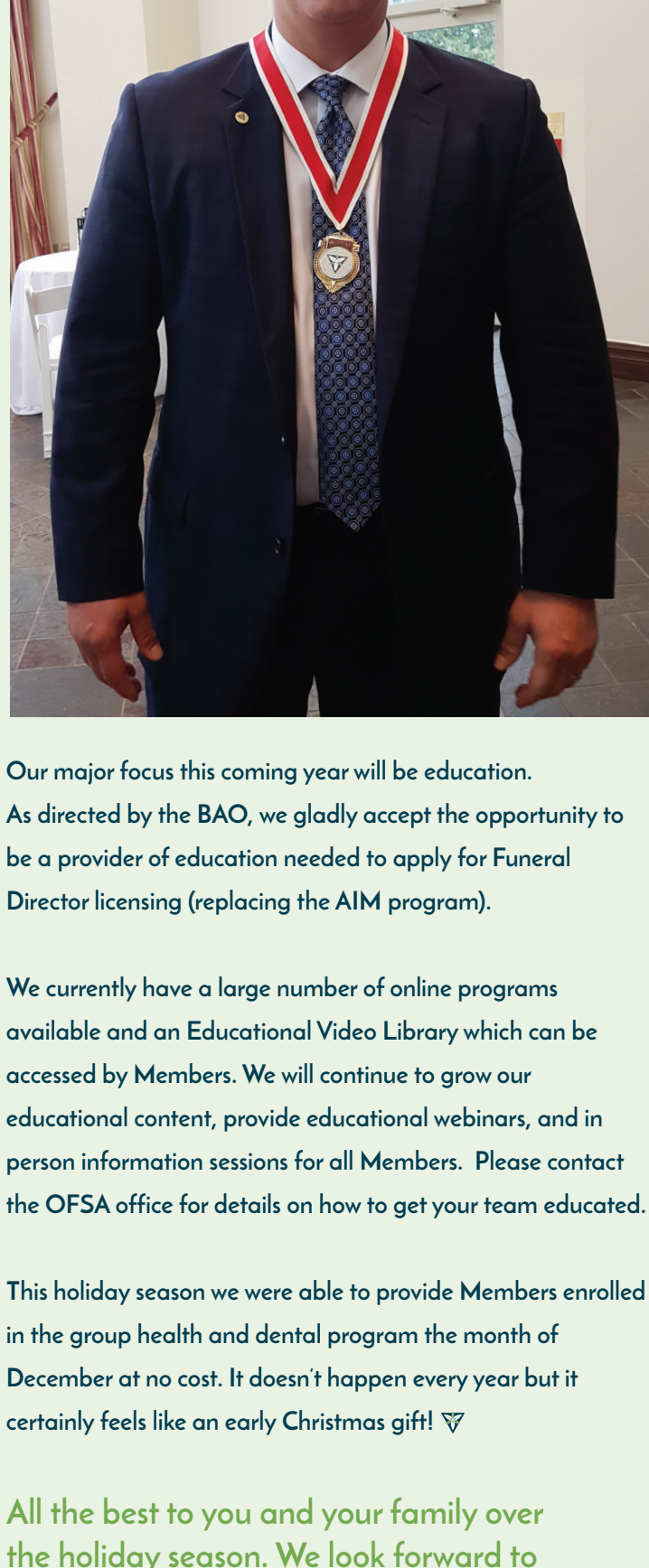
PRESIDENT'S MESSAGE

Warm Christmas greetings to everyone on behalf of your OFSA Board of Directors. It has been a number of months since our last newsletter. We are excited to be back. On behalf of the OFSA, I wish to extend our most sincere thanks to Jan Peer, who over the summer months put her own plans on hold to give freely of her time to Members as we transitioned to a new Executive Director. Recently the Board recognized Jan for her extraordinary dedication.

We welcome Karen Ayres to our OFSA family. Karen dedicated a large part of her career to a national funeral service organization here in Canada as Manager of office and government affairs. As the company reorganized, we were able to meet Karen through many positive references throughout our industry. We are excited to have Karen as our Executive Director and to use her knowledge and skills to work with Membership and all levels of governance.

One of our new initiatives is 'strength in numbers'. This opportunity is for funeral home owners to allow staff, Funeral Directors, Assistants, Hostesses, and Receptionists to become part of OFSA family through Establishment Membership. The new Non-Voting Membership provides access to all OFSA benefits including education.

We encourage you to contact our office to sign up. Your Board remains committed to continuing discussions with the management of Service Ontario to push the process of Online Registrations through. We have been assured that this project has received the necessary funding and is in queue awaiting other Service Ontario projects to be completed. Our goal is to make certain we will be stakeholders in the decision-making process and be able to advise them of our challenges and find pre-emptive solutions to make the system work better. One major challenge will be the process of correcting an error on a registration of death once submitted. Currently this is an arduous and pain staking process with a lack of concern for the families we serve.



Our major focus this coming year will be education. As directed by the BAO, we gladly accept the opportunity to be a provider of education needed to apply for Funeral Director licensing (replacing the AIM program).

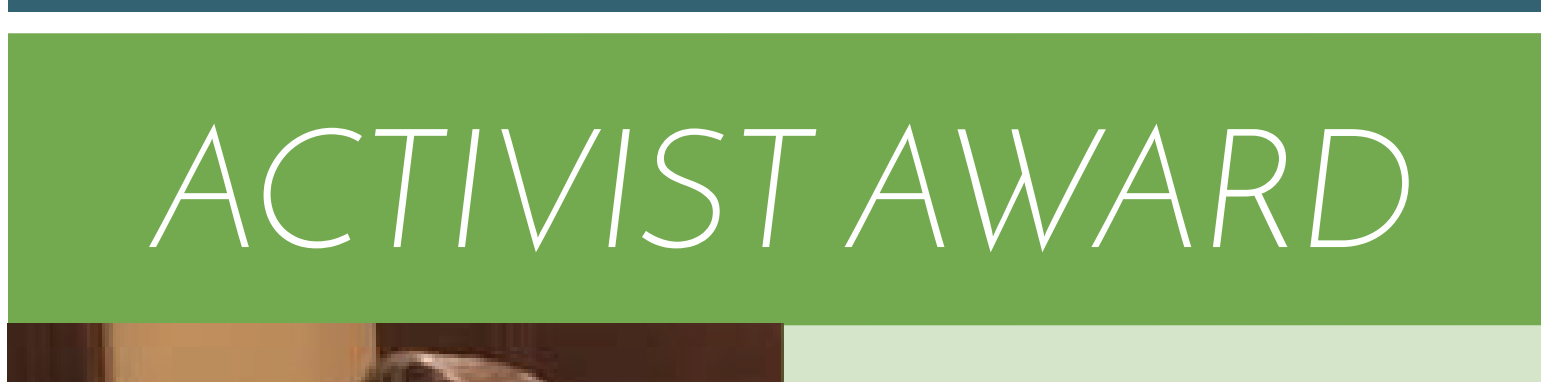
We currently have a large number of online programs available and an Educational Video Library which can be accessed by Members. We will continue to grow our educational content, provide educational webinars, and in person information sessions for all Members. Please contact the OFSA office for details on how to get your team educated.

This holiday season we were able to provide Members enrolled in the group health and dental program the month of December at no cost. It doesn't happen every year but it certainly feels like an early Christmas gift! ▽

All the best to you and your family over the holiday season. We look forward to seeing you in 2018.

- Rob Wintonyk

INTRODUCING YOUR 2017/18 BOARD OF MANAGEMENT



OFSA 2017/18 Board of Management (left to right)

1. JAN PEER
Executive Assistant
OFSA

5. MICHAEL SARGENT
Secretary/Treasurer
Sargent & Son Funeral Home

9. GRAEME HOGLE
Regional Director (Central)
Hogle Funeral Home

2. SHERRI TOVELL
Director at Large
Families First Funeral Home

6. ROB WINTONYK
President
Erb & Good Family
Funeral Home

10. KAREN AYRES
Executive Director
OFSA

3. JEFF KELLAM
Regional Director (Eastern)
McIntosh-Anderson-Kellam
Funeral Home

7. JOANNE JONOVICH
Vice President
Ward Funeral Homes

4. SCOTT SMITH
Director at Large
Smith Funeral Home (Samia)

8. SCOTT DAVIDSON
Past President
Hendren Funeral Homes

ACTIVIST AWARD



AT THE OFSA AGM AND CONVENTION IN HUNTSVILLE, ONTARIO ON SEPTEMBER 27, 2017, ALLAN COLE WAS PRESENTED WITH THE OFSA ACTIVIST AWARD.

A licensed funeral director since 1978, Allan has been continuously committed at MacKinnon & Bowes to not only expand the professional services he provides to funeral directors, but also to continually improve the standard at which those services are provided. Those who know him well, know that he constantly questions "what is the need," "how can it be done," and "how can we do it better?" Al's funeral service career can be summed up in four main areas of commitment:

First by his support and service to our profession and its associations:

Publicly he has served on the former Ontario Board of Funeral Services, but mostly, he has quietly been a strong supporter of a number of associations (local, provincial, national) in serving on their committees, including as the backbone, for many years, of the OFSA Coroner's Committee.

Second by his support of community:

Among many community events he has sponsored or taken part, he is most notably involved with Bereaved Families of Ontario, Toronto Chapter, serving as the current Chair for the past 3 years.

Third by his support of Canadian Military, RCMP and other National government services:

In respect to repatriation as well as military and state funeral protocol.

Fourth by his willingness to teach and share knowledge:

He is a regular presenter/lecturer to funeral directors, emergency responders (EMT, Police) and health care professionals and was a co-author of the "Guidelines for the Implementation of Universal Precautions" in Funeral Service.

In 2004, Allan was awarded the OFSA Cornerstone Award for his significant positive impact on funeral service in Ontario. In 2008, he received the OFSA Award of Merit. Both awards are for his professional and caring services and all of his efforts for our country's fallen heroes and their families from Task Force Afghanistan, 2008. ▽

Congratulations Al from all your friends and colleagues!

HOT TOPIC...

THE INCREASING MINIMUM WAGE

BY DONALD COOPER MBA

A number of clients have asked me to comment on the increasing minimum wage that we see in Canada and the USA. First off, to give yourself a little perspective, for just one week try living on what some of your minimum wage employees are being paid. You'll be hungry, stressed and depressed in just a few days.

From a business expense perspective, the problem is much greater than many realize. It's not just the additional cost of higher wages for your lowest wage folks; it's also the cost of raising wages for all your other employees who will expect additional pay in order to keep the wage hierarchy the same as it was.

So, what's the solution? Now is the time to interview and screen potential new employees like never before. Don't hire anyone that you won't be happy paying

\$15 an hour to. Then, train and coach, empower, listen to, thank and celebrate, measure and reward performance...and deal with non-performance, more effectively than ever before. Failure to deal with non-performance is one of the biggest problems in many businesses today. Now is the time to focus on creating world-class operating efficiency in every part of your business by improving methods, systems, processes, training and automation that gets everything done correctly and efficiently, first time, all the time. Ask your front-line people what needs fixing or improving.

They know stuff.

In other words, now you really need to do all the stuff that you should have been doing already. Do all of this out of a genuine interest in getting better and being a better employer...not out of meanness or resentment over the new minimum wage. Your employees will feel that resentment and push back instead of helping the business to get better. ▽

ONTARIO FUNERAL SERVICE ASSOCIATION



Hulse, Playfair
& McGarry

HUMANITARIAN AWARD

The OFSA Humanitarian Award recognizes excellence and the highest standards in community service by an individual member or member firm.

Tom Flood, Sr. VP and ambassador of the firm graciously received this award on behalf of Hulse, Playfair and McGarry.

At the OFSA AGM and Convention in Huntsville, Ontario of September 27, 2017 this award was presented to Hulse, Playfair and McGarry Funeral Home.

For the past 30 years the McGarry family have been giving back to the community. There are several individuals at Hulse, Playfair and McGarry who have done their part to bring about this community support. As much as this award is a result of the leadership and examples set by Sharon McGarry, President and Patrick McGarry, COO and VP, it is being awarded in the name of the funeral home firm which has allowed for all their staff to give unselfishly of their time and commitment to the community which they serve and in turn rely on.

Hulse, Playfair and McGarry is also honoured and privileged to have had 7 partner/managers serve as Presidents of OFSA who all supported and embraced the high professional and humanitarian standards set by OFSA to service the bereaved needs of Ontario families. ▽

THE NEXT GENERATION OF INSURANCE FOR THE (OFSA) ONTARIO FUNERAL SERVICE ASSOCIATION

Almost 30 years ago, my colleague and mentor, Cynthia Roth, sat down with members of the OFSA Board and various other funeral directors to develop an insurance program for the funeral service industry. Cynthia invested the time to get to know many of you on both a personal and professional level, and find out exactly what was entailed in the day-to-day operations of a funeral service professional.

It is from those humble beginnings, that the OFSA Insurance Program successfully evolved and grew into what it is today - an insurance program specifically tailored to meet the unique and ever-changing needs of your esteemed profession.

As with most things in life though, change is a constant, and it was earlier this year, we wished Cynthia a fond farewell as she embarked upon her next chapter in retirement. In her place, I have been fortunate to begin to establish many new relationships, and friendships, with so many of you, just as she did; and I too, am quite eager to continue to meet more of you, hear your input on the program, and welcome any questions you may have.

One of the hallmarks of the Ontario Funeral Service Association Insurance Program is our proactive approach to looking at ways to improve the program. We at Lackner McLennan, in conjunction with many of you, have discussed new ways to improve our product offering and develop coverages based on industry trends and ever-changing needs.

It is in this spirit, that I am pleased to announce in the past year we have introduced the following new coverages and product offerings to our already robust program:

Spring 2017

April General Meeting - Introduction of Host Liquor Liability Coverage.

Host Liquor Liability provides coverage for service of alcohol as part of any celebration of life events you may host. Rather than deal with these requests on a

case by case basis, we can now build this coverage into your OFSA package. Our requirements: your staff must be Smart Serve certified, an indication on approximate revenue from this service and estimates of how many occasions your funeral home will be requested to provide alcohol. Sample pricing: based on 12 occasions per year, the annual premium for offering this service could be as little as \$100, not including applicable taxes, and subject to current liability limits offered.

September 2017 - Convention/AGM- Exclusive OFSA Member Group Home & Auto Program Introduction

This new program offering provides preferred rates to OFSA Member funeral home owners, their employees and children under 25. Savings can be upwards of 20% on personal auto, and 15% or more on your personal home insurance. For more information contact our OFSA Group Home & Auto Administrator, Lynn Lubczuk, at 1-800-265-2625 ext 1334, or by email: llubczuk@lmcanada.com.

We have tremendous plans to introduce even more additional coverage improvements, offerings, and a special announcement in recognition of our 30 year milestone. 2018 is sure to be an exciting year!

In the meantime, as always, should you ever have any questions, or need advice on your insurance needs, Ashley, Joey, Lynn and I are always just a phone call, or email away, ready to help!

I look forward to speaking with each of you over the upcoming months.

Sincerely, Andrew Kirkwood

ANNOUNCING THE WINNER OF THE OFSA 2017 STUDENT VIDEO CONTEST:



BECKY STECKLY
STUDENT AT DREISINGER FUNERAL HOME ON THE TOPIC OF:
WHY FUNERAL DIRECTORS ARE LEAVING THE PROFESSION?

Congratulations Becky on a job well done!

Check out the video on the OFSA website:
www.ofsa.org/student#winner

SAVE THE DATES:

Webinars:

BILL 148
EDUCATION

Wednesday January 10, 2018 @ 10am

Events updated regularly
Check our website
www.ofsa.org

Annual Meetings:

SPRING
MID-YEAR PLANNING IN PROGRESS

TBD

AGM & CONFERENCE
BLUE MOUNTAIN

September 24-26, 2018

IN MEMORIAM



Donna Pizzev
November 9, 2017
Mother of Dave Pizzev
Logan and Evans Funeral Homes



William 'Barry' Brownlee
November 7, 2017
Previous owner of
Brownlee Funeral Homes

Paddy Ann ten Pas
November 8, 2017
Mother of OFSA Past President
Lee Bingley - Ward Funeral Homes

David W. Scotland,
November 1, 2017
Establishment Member,
Owner of Scotland Funeral Home

William B. Paul
November 8, 2017
Retired Funeral Director, father of
Dana Wren (Inex Inc.), and father-in-law of Matt Wren (GFD of Canada)

Glen Howell
October 9, 2017
Long time Funeral Director
Formerly of Needham Funeral Service

Forever in our hearts

Your Family, Your Community, Your Funeral Home. WWW.OFSA.ORG