



DECEMBER 2018

PRESIDENT'S MESSAGE

It's difficult to find the words to convey the emotions one feels when they are entrusted with the role of being the 127th president of this association—and I cannot express the gratitude I have for having been given this honour.

I would like to acknowledge the contributions of Rob Wintonyk, who has served as President for the past two years (a task not taken on by any other President) with determination, commitment and passion. He has been a supportive mentor to not only myself but our entire Board of Management. With our staffing changes last year he continued to show a positive outlook to the future of this association and never once complained that it was a larger undertaking than he wished to endure. Thank you Rob for being that source of inspiration to all of us and for your service to OFSA.

I want to as well acknowledge that this role is only possible with the collective thoughts and efforts of many—I'm fortunate to be surrounded by a great Board of Management as well as Karen Ayres and Jan Peer in our office.



Your association this past year has worked diligently to provide continuing education to meet the requirements of the BAO. We look forward to expanding our educational offerings to our membership and will continue to seek ways to better you professionally. Our goal is to educate our members, by building a series of monthly webinars which allow you to take advantage of education in a more convenient manner.

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PRESIDENT'S MESSAGE CONTINUED

As always we will continue to have face to face meetings at our Mid Year meeting and annual conference which will focus on motivational speakers and tangible educational topics. More importantly attending these bi-annual events allows us to continue to foster networking opportunities which are often immeasurable.

The evolution of the profession and this association has changed drastically over the past several decades. I will often share with our interns each year how in 1997 when I joined Ward Funeral Home, there was no email. Newspaper notices were still being dictated and you cringed if a family brought in a photo for the obituary as that meant personally delivering the photo to the print company.

Not only has technology evolved but the pressures on our firms to compete against online providers, casket stores and other third-party providers has forced us to ensure we show value to the consumer. And when we look at the common thread to some of these changes - it all comes down to time. The tech savvy, well educated consumer demands the convenience of one stop shopping and a seamless funeral experience for their beloved. But we too have demands- we wish more quality time spent with families and an efficient workplace. We recognize the importance of scheduling in our busy lives and how challenging it is to cover workplace shortages due to illnesses or other leaves.

Your OFSA Board of Management has taken all this into consideration and made changes to the 2019 conference. I am pleased to announce the 2019 conference will take place at Hockley Valley Resort and will have a shortened conference timeline. Much of the feedback received over the years has indicated how 3 full days at conference is trying on travel com-

mitments, workplace coverage and overall financial expense. We look forward to sharing our vision for the 2019 conference over the next few months.

Change can be painful as can growth...but staying sedentary or complacent is equally as painful. OFSA sees this challenge to evolve as a step in the right direction...to be mindful of people's commitments and family situations. Like the families we serve, we too wish to be educated and informed with the greatest efficiency.

Looking ahead to the 136th year of OFSA I have set out a personal challenge to myself and to this Association to improve our goodwill with others in the bereavement sector for the continued advancement of this great industry. Lets continue to be open minded to new ideas and changes, let us remember that being a funeral director is about the people we serve. The only thing that matters is how much better our world is because we have chosen to be in this honourable profession.

President's Message

Joanne Jonovich

2018/19 OFSA President

INTRODUCING YOUR OFSA 2018/19 BOARD OF MANAGEMENT



OFSA 2018/19 Board of Management (left to right)

JOANNE JONOVIDCH

President
Wards Funeral Home
North Toronto

MICHAEL SARGENT

Vice President
Sargent & Son Funeral Home
Thunder Bay

SHERRI TOVELL

Treasurer
Families First Funeral Homes
Windsor

ROB WINTONYK

Past President
Erb & Good Funeral Home
Waterloo

ERIN HOGLE

Regional Director
Hogle Funeral Home
Toronto

SCOTT MACCOUBREY

Regional Director
MacCoubrey Funeral Home
Cobourg

JEFF KELLAM

Director at Large
McIntosh- Anderson-Kellam Funeral Home
Ajax

SCOTT SMITH

Director at Large
Smith Funeral Home
Sarnia

Staff:

KAREN AYRES / JAN PEER
Executive Director / Office Assistant

CORNERSTONE AWARD



MENTION THE NAME SCOTT MILLER ANYWHERE ACROSS ONTARIO WITHIN FUNERAL SERVICE AND EVERYONE KNOWS HIS NAME AND WHAT HE REPRESENTS TO OUR PROUD PROFESSION.

Well-informed, Funny, Analytical, Soft Hearted, Incisive, Tech Savvy, Advocate, Selfless, Ethical, Fair Minded, Passionate - all adjectives gleaned from within the seven letters of support received to describe his "Big Personality".

Publicly he has served as a member of the Board of Funeral Services including serving on Compensation, Complaints, Long Range Planning, and Education Committees and was Chair of Licensing for 3 consecutive years. He currently serves the Bereavement Authority of Ontario as a member of the Funeral Service Advisory Board, among other local Associations and committees.

Scott has supported Ontario Funeral Service Association as Past-President, where he was instrumental in drafting new contracts, price lists and best practices to ensure members of the OFSA were in compliance with the 2012 legislation changes. Scott continues supporting the OFSA as co-chair of the Legislative Committee; and a member of the Coroner's Committee. ▼

2018 OFSA Cornerstone Award was presented to:
**Mr. Scott Miller, OFSA Past President,
General Manager at Hulse, Playfair & McGarry**

THE CORNERSTONE AWARD RECOGNIZES INDIVIDUAL MEMBERS THAT HAVE MADE AN OUTSTANDING CONTRIBUTION TO THE BETTERMENT OF THE FUNERAL PROFESSION AT LARGE.

OFSA NEWSLETTER BUSINESS TIPS

The simple truth about 'Value'... and how to deliver more of it in 2019
by Donald Cooper, MBA

Ultimately, customer ownership is all about creating, delivering and communicating compelling value. Value that 'grabs' your target customers, clearly differentiates you from your competitors, makes you 'famous' and grows your bottom line. Customers demand value and every business promises it. But there's a huge lack of clarity about to what 'value' really is.

Let's keep it simple; there are only 3 kinds of Value... functional, emotional and financial Value. That's it!

- We deliver **Functional Value** when we...
 - sell products and services that actually work for our target customers.
 - are open or available when they need us.
 - provide the information, coaching and encouragement that they need to wisely choose and effectively use what we sell.
 - create policies & processes that make us easy, efficient and consistent to do business with.
 - do what we say we will...when we said we'd do it....that's Functional Value!

Next is **Emotional Value**. Most business people struggle with this one. They think it's some airy-fairy thing that can't be defined...and they're dead wrong!

Quite simply, we deliver Emotional Value when our customers feel better about themselves and the world every time they do business with us, and every time they use what they bought from us. That's it! If we're not delivering Emotional Value, we're not really "connecting" with our customers. People will always remember how you made them feel.

- **Financial Value** is #3. Most businesses put it as #1, but it has to be #3, because it's a function of the previous two.

We deliver financial value when our customers believe that they paid a fair and competitive price for all of the functional and emotional value that they got from us. If we don't deliver functional and emotional value, there can be no Financial Value.

So, the question is, are you delivering the compelling combination of functional, emotional and financial value required to make you the 'wise choice' for your target customers? If not, what needs fixing, doing or not doing to make that happen? Specifically, what action will be taken, by whom, by when, at what cost, measured how and rewarded how to deliver more functional, emotional and financial value in 2019? to get better. ▼

50 YEARS OF FUNERAL SERVICE AWARDS



This year the OFSA Celebrated Funeral Professionals that have been licenced for 50 + years of service. Below are the names of those that were recognized this year:

1. Martyn Cooper	Jarvis	13. Billy Sleep	Grimsby
2. Kent Milroy	Port Elgin	14. W. Ronald Steepe	Waterdown
3. Joseph Murphy	Delhi	15. Douglas Tallman	Vineland
4. James Purcell	Spencerville	16. Ronald Tallman	Beamsville
5. Brian Wood	Owen Sound	17. Jim Barclay	Brockville
6. Sharon M. MacKay	Toronto	18. Gordon Morgan	Niagara
7. R. Bruce MacKay	Toronto	19. Rod Abrams	Tottenham
8. Thomas DeBurger	Dresden	20. Grant Marshall	Richmond Hill
9. Thomas (Tom) Flood	Ottawa	21. Peter Thompson	Waterford
10. Donald Garland	Markham	**Vendor Recognition - Providing services to the Funeral Sector for 50 + years	
11. Michael MacIntyre	Guelph	22. David McCaffrey	Gravure Craft - Supplier
12. Douglas Porter	Toronto		

OFSA will continue to recognize funeral service professionals that have provided 45 - 50+ years of service and honor their commitment to our profession and their communities they have served.

THANK YOU!

2018 IN REVIEW

ROB WINTONYK, PAST PRESIDENT

Afterlife

Many of us were affected by a company known as Afterlife who were scraping obituaries from our websites and posting on their own site adding flower and candle purchases for their own profit. Several of our members reported families being served calling the funeral home and wondering why we released this information to this company. This made national news and a lawsuit was filed in Eastern Canada.

OFSA responded with a cease and desist letter drawn up by our lawyer and distributed to membership to use as they saw fit. The company has re-emerged and now are known as Everhere. Instead of scraping the obituary in full, they scrape a few opening lines of a notice and offer the public to look below for more information. Often this info on family members, visitation time and service time have errors and they hope to be contacted by a family. Their hope is to strike agreements for a fee with funeral homes to post the entire notice. We have been advised it may be difficult to pursue Everhere for copyright infringement even though what they are doing is morally wrong. Subsequent to this practice, we want to be protected as a funeral home for submitting the content of the obituary to a newspaper and publishing on our websites. The OFSA lawyer prepared a disclaimer that should be added to our contracts or obituary proofs.

The purpose of the clause is to give the funeral home a licence to the copyright to the obituary. This protects the funeral home in the event the family

accuses the funeral home of posting the obituary without authorization. It also gives the funeral home the ability to pursue organizations like Afterlife directly, instead of having each family pursue a claim. While Afterlife has stopped their copyright infringing activities, another company could carry on a similar practice.

Service Ontario

We have seen very slow movement with Service Ontario in terms of online death registrations. The pilot is still underway in Thunder Bay and after several attempts to move forward with Service Ontario, they have admitted this project has been stalled and they wish to form a committee to move this forward authorizing OFSA as stakeholders in this process along with the BAO. We have been advised that they will be contacting us with meeting dates as soon as possible in the fall. One of the most significant challenges and issues is the amendment of the form 15 after it has been submitted to vital statistics. Once submitted, the information on the form 15 statement of death is considered official. Legislation dictates the process of an amendment of official government forms and the form 15 is in this group similar to birth and marriage registration.

This process is arduous and not service friendly in any way for a simple error that may occur during the registration. We will work hard to get this process complete so we can electronically enter, submit and

2018 IN REVIEW

receive a burial permit on our computer similar to other provinces in Canada such as Alberta who has been doing this for several years.

Insurance for Ransomware

On November 1st, 2018, mandatory privacy breach notification will be the law in Canada.

Any business that suffers any kind of data breach, which results in the loss of a client's personal information, must report it to the Privacy Commissioner's Office and notify all individuals affected.

The consequences for failing to adhere to the new legislation, could mean your business being assessed fines of upwards of \$100,000 per individual that should have been notified.

For as little as \$292/year, Lackner McLennan can offer a policy that addresses this oncoming legislation. Furthermore, they are able to tailor a package for you that can address such other cyber threats as ransomware, social engineering, payment card industry fines, and other cyber liability threats.

3Macs Update

From Jan to June 3Mac earned income of \$12,150 for OFSA and OFSA paid fees of \$3,182 to 3Mac for a net gain of \$8,967 or approx. So, the return on investments would be 3.1% on an annual basis. The account has done better than expected. The stocks have performed very nicely and the US/CA exchange rate has worked in our favour. The fixed income side has seen a little resistance, but no surprise there. As Rates are increased bonds will go down. Because we hold the fixed income to maturity, these day-to-day fluctuations have no impact on the account.

As always, the OFSA office is open and ready to hear from you and any concerns that you may have affecting your business. We will continue to pursue any effective change necessary to improve our ability to serve those who are in need.

OFSA 2018 STUDENT WINNER



HEATHER JENNINGS
STUDENT AT GILPIN FUNERAL CHAPEL
TOPIC: TECHNOLOGY IN THE BEREAVEMENT INDUSTRY

Check out the video on the OFSA website:
www.ofsa.org/student#winners
Congratulations Heather!

2018 LIFE TIME OFSA HONORARY MEMBERSHIPS

3 AMAZING SUPPORTS OF THE OFSA AND THE FUNERAL PROFESSION AS A WHOLE!
THANK YOU FOR JOINING US AT THIS YEARS OFSA CONFERENCE! WE WILL BE FOREVER
GRATEFUL FOR YOUR OUTSTANDING CONTRIBUTION TO THE OFSA AND YOUR CONTINUED
DEDICATION TO THE FUNERAL PROFESSION!



Doug Kennedy, OFSA Past President 1996-1997

Licenced Funeral Director in 1975

In 2003 he received the OFSA Cornerstone Award for his dedication to the funeral profession. He retired from Turner and Porter in 2014 and continues to work's part time for Dods and McNair funeral home in Orangeville. Most recently he worked with Mackinnon & Bowes delivering their latest education session.



Grant Marshall, OFSA Past President 1987 - 1988

Licensed Funeral Director in 1956

Purchased Piper Funeral Home in 1966 and served families for over 30 years. In 1995 he sold the funeral home to long time friends and coworkers Neil Hunking and Tom Lalonde. He is very active in his community and loves to dance to band music.



Kent Milroy, OFSA Past President 2000-2001

Licensed Funeral Director in 1966

Received Ontario certification in Emergency Medical Care (Ambulance) - E.M.C.A. - 1965. Purchased 2 Funeral Homes in Port Elgin and Paisley in 1973 where he served families for thirty-eight years. Retired in 2009, and now enjoys retirement between Ontario and Arizona.

DOUG KENNEDY, GRANT MARSHALL, AND KENT MILROY - WE THANK YOU!

SAVE THE DATES:

APRIL 10TH, 2019

OFSA MID YEAR MEETING

HILTON GARDEN INN, TORONTO AIRPORT WEST - MISSISSAUGA

WWW.HILTONGARDENINNTORONTOAIRPORT.COM

T: 905.361.6300

MAY 7-8-9 2019

OFSA CELEBRANT TRAINING

RADISSON, KITCHENER WATERLOO

WWW.RADISSON.COM/KITCHENER-HOTEL-ON-N2A1A9/ONKITCHE

T: 519.894.9144

SEPTEMBER 23-24-25 2019

OFSA AGM & EDUCATION CONFERENCE

HOCKLEY VALLEY RESORT, MONO

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Education & Events

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