



OACFP

ONTARIO ASSOCIATION OF CEMETERY
AND FUNERAL PROFESSIONALS

2020 Spring Seminar Day 1

May 25, 2020		
Time	Topic	Presented By
8:00 - 9:00	Registration Open & Continental Breakfast	
9:00 - 9:15	Welcome & Introduction	Steven Reynolds <i>OACFP President</i> Howard Mammon, <i>OACFP Director and Spring Seminar Committee Chair</i>
9:15 - 10:15	Dealing with Complaints	Michelle Crognale, Operations Manager <i>Bereavement Authority of Ontario</i>
10:15 - 11:15	Dealing with Difficult Families: Communicating with Families & Overcoming Objections	Marilyn Jones Gould, <i>MKJ Marketing</i>
11:15 - 11:30	Break	
11:30 - 12:30	The Edge of Compassion: Staying Well in High-Stress and Trauma Exposed Environments	Sarah Stewart, <i>TEND Academy</i>
12:30-1:30	Lunch	
William C. Draimin Memorial Forum on Bereavement Education		
1:30-2:30	Alternative Forms of Disposition	Carey Smith, Registrar and CEO, <i>Bereavement Authority of Ontario</i> Andre Pilon, <i>Pilon Family Funeral Home</i> Susan Kowsan, <i>The Good Green Death Project</i> Mark Richardson, <i>Green Burial Society of Canada</i> Howard Mammon, <i>Toronto Hebrew Memorial Parks</i>
2:30-3:30	Panel Discussion on Alternative Forms of Disposition	Howard Mammon, <i>Moderator</i>
3:30	Conclusion of Day 1	



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2020 Spring Seminar Day 2

May 26, 2020 - Cemetery Administration Training		
Time	Topic	Presented By
8:00 – 8:45	Registration and Breakfast	
8:45 – 9:00	Introduction and Program Objectives	John Perrotta, Cemetery Administration Chair <i>Hamilton Municipal Cemeteries</i>
9:00 – 10:15	Care & Maintenance & Pre-Paid Trust Compliance	Gary Carmichael, <i>GFD of Canada</i>
10:15 – 10:45	Break (Check-out)	
10:45-12:00	Administration Requirements	Corina Burnell, <i>Cambridge Municipal Cemeteries</i>
12:00 – 1:00	Lunch	
1:00-2:30	Break into Groups for Hands on Discussion Table Discussions Include Best Practices in: <ul style="list-style-type: none"> Monument and Memorial Administration Succession of Interment Rights Contracts, By-laws, Certificate of Interment Rights etc. 	John Perrotta Michael D'Mello and John O'Brien Corina Burnell and Laura Eccles
2:30-2:45	Break	
2:45 – 4:00	Panel Discussion <ul style="list-style-type: none"> Your Concerns and Challenges Addressed 	
4:00 – 4:30	Dismiss & Distribute Attendance Certificates	

Or

May 26, 2020 - Funeral Home Administration Training		
Time	Topic	Presented By
8:00 – 8:45	Registration and Breakfast	
8:45 – 9:00	Introduction and Program Objectives	Frank Pinelli, Funeral Home Administration Chair <i>Dignity Memorial & OACFP Vice President</i>
9:00 – 10:15	The Value of the Funeral: Communicating the Importance of What you Do	Marilyn Jones Gould, <i>MJK Marketing</i>
10:15 – 10:45	Break (Check-out)	
10:45-12:00	Customer Service: Anticipating Consumer's Needs & Wants	Marilyn Jones Gould, <i>MJK Marketing</i>
12:00 – 1:00	Lunch	
1:00 – 2:15	The Family Led Funeral – the role of the Funeral Director and the Death Doula	Glen Burkholder & Merri-Lee Agar, <i>Home Hospice Association</i>
2:15 – 2:45	Break	
2:45 – 4:00	Warning Lights	Pam Moss