

Kelowna Annual AGM & Conference

“Innovation in Deathcare”

April 22 – 24, 2015—Conference Schedule



BRITISH
COLUMBIA
FUNERAL
ASSOCIATION

REPRESENTING CEMETERY, CREMATION
AND FUNERAL PROFESSIONALS

Conference Schedule — Revised February 23, 2015

Wednesday, April 22, 2015

11:30 am to 2:30 pm	Registration & Exhibitors' Setup
12:00 pm	Conference Registration Desk Opens
1:00 pm to 2:00 pm	Senator's/Past President's Lunch
3:00 pm to 4:30 pm	Annual General Meeting
5:00 pm to 7:00 pm	Exhibitors' Showcase & Reception

Thursday, April 23, 2015

8:00 am to 9:00 am	Continental Breakfast
9:00 am to 11:00 am	Focus on the 90%, Darci Lang
11:00 am to 11:30 am	Break
11:30 am to 12:30 pm	The Pendulum Effect, Codi Shewan
12:30 pm to 1:30 pm	Lunch
1:30 pm to 2:30 pm	Consumer Protection, Speaker to be confirmed
2:30 pm to 3:00 pm	Break
3:00 pm to 4:00 pm	Stella's Story, Linda Stuart & Linda Lee
6:00 pm to closing	Reception, Banquet, Awards & Entertainment

Friday, April 24, 2015

8:00 am to 9:00 am	Hot Breakfast
9:00 am to 10:00 am	They Said What?!, Stephen Olson
10:00 am to 11:00 am	Break/Network Session
11:00 am to 12:00 pm	Going Forward: Business Unusual, Codi Shewan
12:30 pm to 1:30 pm	Lunch

About the Speakers

Codi Shewan

Dynamic, engaging and thought provoking, Codi Shewan strives to deliver presentations with his unique spirit and high energy drive. Codi is the President & Founder of EverLearn Associates, a full service, comprehensive training and development firm, for the funeral profession – aimed at engaging and building dynamic teams and successful businesses.

Codi will be presenting about the following topics:

The Pendulum Effect™ (Thursday, April 23)

It's a new day in Funeral Service. Or is it? The Pendulum Effect™ explores the relationship between the world as it's been and the world as it is now, in an effort to better understand what tomorrow will bring, and more importantly, how to ensure we remain relevant as a profession. Evaluating The Pendulum Effect's theory of 'what was, will be again,' better positions us to appreciate who our future customer is, and how to engage them effectively.

Going Forward: Business Unusual (closing key note, Friday, April 24)

Business as usual, isn't working anymore. The main reason? It's not business as usual, anymore. Innovation will soon become the single biggest differentiator between those operators who thrive, and those who just survive. Committing to business unusual, instead of 'as usual', will not only determine your future success, but also become the mantra of those who become our professions game changers. Accepting the new normal and taking control of your future proactively, will enable you to re-invent and re-invest yourself, to tackle any challenge before you!

Darci Lang

Darci Lang is an inspiring motivational speaker who specializes in assisting organizations by creating a new philosophy within the workforce – Focus on the 90% – affecting change, solutions, innovation, and leadership. Her down-to-earth, humorous, narrative style connects her to people from all walks and all stages of life. Darci has been speaking for 21 years and everything she shares in her presentations, she has lived.

Darci is a Best Selling author with her book "Focus on the 90%", has won the Saskatchewan Woman Entrepreneur of the Year Award, Achieving Business Excellence Award, been a finalist in the Canadian Woman Entrepreneur of the Year Awards, as well as nine other nationally recognized business excellence awards.

Darci will be presenting about the following topic:

Focus on the 90% (opening key note, Thursday, April 23)

Darci Lang's presentation will provide us with the methodology and tools to see our lives in a more positive way, and she will inspire us to Focus on the 90%, using one simple tool — a magnifying glass — to reframe how we view our jobs, our co-workers, our clients and our families.

This powerful presentation is an incredible opportunity for participants to examine where they are focusing their magnifying glass. There will always be 10% and the power we give to those 10% affect every aspect of our lives. Using this one simple tool, Darci demonstrates how anyone can change their focus and make interactions with others more positive and productive.

Linda Lee and Linda Stuart

Linda Lee

Linda has been a licensed funeral director in the province of Ontario for 23 years. Her career in funeral service has primarily been in Toronto, where she has had the opportunity to serve a great diversity of cultures and faiths. Her knowledge of multi-ethnic funeral customs and traditions; her communication skills with bereaved families and her focus on customer service; are all areas of expertise gained through serving thousands of families.

Linda has experience working in both independent and corporate-owned funeral establishments. Presently, Linda is a funeral manager with [Mount Pleasant Group of Cemeteries and Funeral Homes](#). She takes great pride in the dedication of her team in creating meaningful funeral experiences for all their client families.

Linda Stuart

With family ties to the funeral industry since the age of 3, Linda's "aha" moment occurred in 2006 when she stumbled upon a vocation that would speak to her heart in a way that nothing else had. Upon graduating from The Celebrant Foundation and Institute as a life-cycle celebrant, she founded [Seasons Change Ceremonies](#) and is passionate about creating and delivering one-of-a-kind, highly personal and meaningful tributes. Linda is also founder and organizer of [Toronto Death Café](#). She is best known for her creative thinking and compassionate nature and with a background in sales, non-profit and most significantly, motherhood, Linda brings warmth and fresh ideas to the bereavement industry.

Linda Lee and Linda Stuart will be presenting about the following topic:

Stella's Story (Thursday, April 23)

Diagnosed with DIPG at the age of two and given three months to live, Stella's parents were determined that even if they "couldn't add days to her life, they would add life to her days". While planning the funeral with Stella's family, the funeral director and the life-cycle celebrant came to learn valuable lessons in what it truly takes to help a family celebrate life, while enduring such a devastating loss. Their experience will encourage you to re-evaluate the role you play with every family you deal with. Journey along with the speakers, as they explore the ordinary, and the extraordinary, life and death of Stella and how her story can inspire us to become better at what we do.

Stephen Olson

Stephen Olson has been working in death care for many (many) years! He started his career in Edmonton, has worked as an embalmer, crematorium operator, funeral director, and is now a cemeterian.

Currently the Executive Director of Royal Oak Burial Park in Victoria, B.C. he oversees one of the largest and most progressive community owned cemeteries in Canada.

In recent years, Stephen was instrumental in creating Canada's first urban green burial site and has been a pivotal force in raising awareness in B.C. around pregnancy and infant loss remembrance.

Stephen will be presenting about the following topic:

They Said What? (Friday, April 24)

As we toil away in our funeral homes, cemeteries and crematoriums have we become complacent?...to insular?...or even oblivious to how consumers and the general public perceive us as death care professionals?

Why aren't people having funerals anymore? Why are basic cremations becoming the norm? What are bereavement care professionals saying about death care? What about consumers rising curiosity and awareness around death doulas, home funerals and green funerals? What are people saying about us and the services we provide?
