

This years annual CFTA tradeshow is being held in Quebec City, from June 1st to June 3rd 2006. Funeral Plans-Canada will have a booth at the show, please come and visit us there!

The tradeshow is being held in conjunction with FSAC.



Preplanning Directors Monthly Draw

Enter your name into a draw to win a \$20 gift certificate from Chapters!

For the month of April, we will be adding your name in the draw for every contract you send in. There will be two winners for this month's draw. Winners will be chosen on the 15th and 30th of the month.

Thank you for your dedication and hardwork!

GOOD LUCK!



Funeral Plans-Canada

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ANNUAL PRE-PLANNING CONFERENCE

The Conference: an overview
by Maurice Irvine

The Nottawasaga Inn & Resort in Alliston, Ontario was the perfect setting this year for our annual preplanning conference, which was held on January 25th and 26th. We would like to extend a sincere thank you to everyone who made an effort to attend our conference. The great turnout surpassed attendance records of any previous years.

"Top of mind awareness ideas."

~ Jeff Mardling
Mundell Funeral Home

The conference began with a full day meeting with funeral home owners and managers from across Canada. This was a working Development session with emphasis on customer experiences, creating new products and services instead of waiting until the customer asks for them, developing a "key message" you want the community to hear and see and ensuring your message is conveyed in everything you do and by all staff members at all times.

Following a great lunch, the pre-need counsellors attended round table discussions on pre-need Products and Services, L.W.H.S. Travel Plan, Family Care follow-up, Direct Lead follow-up and Rapport Building. The owners and managers resumed open floor discussions with Sheila to finish out the business day.

All at our BBQ dinner, was held inside , enjoyed Wednesday evening, followed by a cozy bonfire outside.

"I found links to the consumption chain as a management tool and experience development most helpful."

~ Richard Henseleit
Springfield Funeral Home

On Thursday morning, following breakfast, our guest speaker for the entire day, Mr. Bill Cates (North America's # 1 Referral Coach) gave a very inspiring and informative lecture.

"Great interaction and brainstorming."

~ Kevin Weaver
Weaver Family Funeral Home

Everyone took part in role-playing sessions throughout the day, as well enjoyed winning his famous publications on "Get More Referrals Now!" (see article on page 2 for more information on how Bill Cates can help you)

A cocktail party kicked off our evening, followed by our presentation dinner, which was a great ending to another very successful Conference.

"Developing the message using your own words was very helpful."

~ Paul Managhan
George Darte Funeral Chapel

We would also like to extend congratulations to our preplanning directors who received new lap top computers and carrying cases to reward them for their outstanding levels of sales in 2005.

We look forward to seeing you again in 2007. Thank you for making our 2006 conference such a success.

If you would like more information regarding the Owner/Manager Development meeting please let us know. As a result of customer requests we will be holding the session again in the very near future. If you were not able to attend the conference but would like to be included in the upcoming Development meeting please let us know.

Come visit us on the web at www.funeralplans.net!

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Top Left: Blaine Krist, George Darte Funeral Chapel Inc., Kat Downey, Marshall Funeral Home, Steve Redmond, James Reid Funeral Home & Bill Shields, Mackey Funeral Home



Top Right: Dave Scotland, Scotland Funeral Home & Tom Duffus, Irvine & Irvine Funeral Home

"Innovative Solutions, Securing More Funerals for Future Generations"

"Innovative Solutions, Securing More Funerals for Future Generations"

Bill Cates
by Gordon MacGregor

FPC had the pleasure of hosting North America's #1 Referral Coach, Mr. Bill Cates, as our special guest speaker at our 2006 Annual Preplanning Conference at the Nottawasaga Inn in Alliston, Ontario.

"Bill Cates was fascinating."

~ Christine Pitcher
McIntosh-Anderson Funeral Home

Bill's presentation provided ideas and simple strategies you can apply immediately for building and increasing businesses. Bill focuses on the value we bring and the importance of being family centred. His wonderful mantra of "People meeting people" is still ringing in my ears.

If I was to share with you only one piece of wisdom from Bill's presentation it would be this - Preneed sales are a transfer of our belief - when you truly believe in the value and others can see and feel that from you then they will naturally want to provide referrals so their friends can share their experience. When a client states that value has been given, it's the ideal opportunity to ask for referrals.

"Great speakers, very realistic!"

~ Lee Bingley
Ward Funeral Home

As Bill concluded at the end of the day "The key to success is simple, you get good by practising. Be good, get good and do good by asking for referrals as a natural extension to the value and service with all the families you meet.

The top producing preneed funeral homes are those who extend their lead source through referrals. It's inexpensive and very effective.

If you would like personal referral training or training for your at-need or preneed staff, please contact the Funeral Plans-Canada office. Copies of Bill Cates' best selling book is also available.



Top: Bill Cates & Richard Henseleit, Springfield Funeral Home

Right: Jim Reid, James Reid Funeral Home, Bill Cates & Tim Cummings, McKinlay Funeral Home

"The referral coach gave me the ideas & confidence I need to try and get more clients"

~ Jeff Neuman
Baragar Funeral Home



Come visit us on the web at www.funeralplans.net

ADMIN CORNER

Early Pay Off's

The Early and Reduced Payment option has now been extended from within the first 12 months of coverage to within the first 24 months of issue.

This includes:

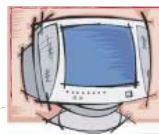
- ▶ Early pay off of multi-pay coverage
- ▶ Multi-pay coverage may be reduced to a lesser pay period (i.e. 10 pay may be changed to a 3 or 5 pay OR a 5 pay may be changed to a 3 pay).

Effective April 1, 2006 if a payment plan is paid up within the first 12 months from the issue date; all premiums paid will be applied to the original funeral cost. From 13 months to 24, all premiums paid will be applied to the original funeral cost and an administration fee of \$200 will apply.

Please note: marketing allowance adjustments will be administered on all early payoffs within the first year of issue. The marketing allowances will be adjusted to the single pay marketing allowance rate.

Direct Deposit

Direct Deposit of Claims has begun and we know you are all enjoying the benefits of this wonderful option. For those of you who have not signed up for direct deposit of claims, or marketing allowance funds and wish to, please contact Danielle in our office. Direct Deposit is a great way of ensuring you receive payment in a convenient, timely fashion!



Our Website

Please take the opportunity to browse our website: www.funeralplans.net

There is some space on our Affiliated Funeral Homes page on our website, if you would like to add a link to your funeral home, please contact our office at 1-888-428-4444 or e-mail info@funeralplans.net.

Adding a link to your website, as an affiliate to Funeral Plans-Canada will give you the opportunity to be seen by clients, funeral homes, and various Internet browsers - bringing traffic to your website (and attention to your funeral home)! It is a great way to advertise at no cost!

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