

FPC UPDATER

INSIDE THIS ISSUE:

<i>Message To Our Customers</i>	1
<i>Announcements</i>	2
<i>FPC Care Centre Updates</i>	2
<i>Events</i>	3
<i>Travel Plan Update</i>	3
<i>Interview Tips</i>	4
<i>FPC Staff & Contacts</i>	5

MESSAGE TO OUR CUSTOMERS

FPC is here to make 2008 a great year for your preneed program. Here are a few things you can expect from us in 2008:

New Financial Products

Very shortly you will start to receive information about exciting changes to our Unity Life Product. The new plans will be easier for you and your families and will contain exciting enhancements. We can't wait to show it to you!

Training Sessions

Our Customers have asked for staff training programs that include management, sales and support staff, so we're designing programs to help. FPC will be running training sessions throughout the year with programs to meet your customer service needs. Please see inside this newsletter for current details and dates.

New Staff

We have added two new Account Executives. FPC is growing and with our hands-on approach to working with our funeral home clients we have a higher ratio of Account Executives to clients than our competition. We continue to serve you well.

2008 Annual Conference

This year our annual conference is being held in Banff, Alberta on November 18 & 19. The program will be educational and fun and of course we're looking forward to seeing all of you in the West. Contact our office for more details.

New Marketing

Marketing support is essential for a strong preneed program. FPC has continued to develop new approaches and will soon be launching a new data base marketing system that will keep you in front of your prospects consistently and professionally.

DID YOU KNOW...

Direct Deposit

Using Direct Deposit for your Death Claims and Marketing Allowances will enable funds to be deposited into your account within days of the request!

Email Reporting

Funeral Plans-Canada provides all administrative reporting through email, including Monthly Ledgers, New Business Reports, Terminated Reports, List of In-Force Certificates, Annual Statements and Deceased Monthly Ledgers.

Call us at 1-888-428-4444 to sign-up for Direct Deposit or Email Reporting today!

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ANNOUNCEMENTS

FPC is pleased to welcome additions to our team:

**Marianne Eagleson,
Account Executive**



Marianne joined the FPC Team in the Fall of 2007 as an Account Executive. She brings with her over 8 years experience with FPC programs and has been licensed as a Funeral Director for 12 years. Recently Marianne obtained her Life Insurance License.

**Jan Wagner
Preplanning Counselor**



Jan has been a licensed funeral director for 18 years. Her experience in the funeral profession has allowed her to work both in Preneed and Atneed with her clients.

**Geoff Axford
Preplanning Counselor**



Geoff is new to the funeral profession and joins FPC with background in sales and service. His organizational and planning skills allow him to effectively assist his clients in their preplanning needs.

**Charles Routh
Preplanning Counselor**



Charles is a newly licensed funeral director. Throughout his experience in the funeral profession he has developed a strong background in pre-need.

EMPLOYEE APPOINTMENTS

**Tyler Shannik
Director of New Business Development**



Tyler was recently appointed the Director of New Business Development for FPC. He has been part of the funeral profession for 15 years, a licensed funeral director for 10 years and has been with FPC for over 4 years. Tyler has been a Life Insurance Agent since 2001. He is a Financial Management Advisor and has a strong background assisting companies increase their productivity and overall efficiency.

FPC CARE CENTRE UPDATE

Our Customer Care Centre is now accessible only through the Funeral Plans-Canada website. Simply go to www.funeralplans.net and click on the button to Login.

[Login here for 24hr access to our Care Centre](#)

By logging on to our Customer Care Centre you have the ability to track your preneed activity and better service your client's needs at any time, 24 hours a day. You can see the activity in your accounts and assist your client with answers about **their balance owing, current death benefit, payments made and other details** all with the click of a mouse.

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EVENTS

Funeral Plans-Canada is proud to sponsor of the following CFTA events:

April 16-18

Funeral Service Association of BC Annual Conference
Seminars & CFTA Reception
Vancouver, BC

April 25-26

Alberta Funeral Service Association Annual Conference
CFTA Supplier Showcase - Reception, Table Top Tradeshow & Seminars

September 5-6

Manitoba FSA, CFTA Reception

September 8-11

CTQ Annual Conference, Rivière du Loop
CFTA Reception & Seminars

September 23-25

Ontario Funeral Service Association Annual Meeting
CFTA Supplier Showcase, Reception, Table Top Tradeshow & Seminars
Port Credit, Waterside Hotel

September 25-27

Atlantic PDFD & SC Annual Conference
CFTA Reception
Moncton, NB

More details on these events will be provided as they are available.

TRAVEL PLAN NAME CHANGE

Funeral Plans-Canada's Travel Plan has a new name: The Guaranteed Travel Assurance Plan (GTAP). GTAP is available with all the same benefits as before, with a new name and look.

GTAP offers Coverage in the event of death of a member who is more than 100 kilometers from their legal residence. This includes if the death occurs within their own province. All costs are looked after at the time through GTAP, there is no need for the family or funeral home to pay costs upfront. This plan has no age restrictions and has a one-time enrolment fee of \$485.

This program offers peace of mind and it should be presented to families every time! For anyone traveling 100 KM or more, it is an great addition to any prearrangement and provides excellent coverage. FPC has tools available to help you generate awareness for this program to your community, such as a customized letters, brochures, comparison charts, and print advertisements.

Ask your Account Executive today for these resources and a marketing allowance schedule, or call our office at 1-888-428-4444 for more information.

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INTERVIEW TIPS

Interviewing For A New Position On Your Staff? Don't Forget The Following Important Items!

Prior To The Interview

Identify Job Responsibilities. Most Jobs will have about 5 key responsibilities.

Identify the job skills. Job skills are different than responsibilities and may include verbal, organizational and decision making skills.

Take stock from your current or previous staff. Ask yourself what are "high" performers doing that "low" performers are not? What skills are not being performed that I need?

The Interview

Assess skills with behavioral questions.

Behavioral questions generally begin with "Give me an example of a time where" or "Describe a situation where".

Assess abilities using demonstrations or tests.

Depending on the job you may wish to have the candidate demonstrate or be tested. For example you may require a preneed counselor to demonstrate a client appointment.

Rating The Candidate:

Create a scale 1- 5 per skill and ability. Have a list of skills and abilities with the numbers 1 through 5 so you can check it off as you go.

Always remember...

Evaluate the candidates against skills and abilities, not against each other

AND

No one candidate will have all the skills you require. Quickly identify the areas in which training will be required and arrange for the training immediately at the start of employment to ensure the best chance for success.

Interview Suggestions:

- Build rapport to make it more comfortable
- Maintain control of the interview
- Listen more than you speak
- Use open ended questions to get information
- Allow sufficient time
- Take descriptive notes
- Be prepared
- Always check references

Funeral Plans - Canada

FPC NEWS

Danielle and Brian Stere welcomed their baby boy Blake on June 20th, 2007, and were married on October 13th 2007.

Karen and Rick Moser were married on December 4th, 2007.

Stephanie and Matthew Frame welcomed their baby boy Riley on September 25th, 2007.

Marnie and Fred Bosco (Mundell Funeral Home) welcomed their baby boy Jordon on December 5th, 2007.

Krystal and Dan Perkins welcomed their baby boy Owen on April 26th, 2007, and were married July 29th, 2007.

Congratulations everyone and best wishes!

NEED SUPPLIES?

Vist www.funeralplans.net/Order_Supplies.php and order them online!

FPC STAFF & CONTACTS

Director of Canadian Operations

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Account Executives

Ontario

Maurice Irvine

Donna Marie Wilson

Marianne Eagleson

Katherine Downey

Matthew Irvine

Alberta and British Columbia

John Welsh

Manitoba, Saskatchewan &

Northwestern Ontario

Corey Pelland

Atlantic Canada

Sheila Nunn

Tyler Shannik

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