

May 2025

## Board News

The AFSRB is pleased to announce it's new Board for the 2025-26 year. We would like to congratulate our new Board Chair, Deborah Gust, our new Vice Chair, Rod Krushel and our new Treasurer, Joshua Jackman on their new roles.

### Message from the Board Chair



Committed – “under a pledge to a particular cause, action or attitude”

Serving as a public member for the last 3 years on the AFSRB, a very distinctive word has come to my mind so often in our meetings. Committed. The Board composition of three public members and three industry members demonstrates the synergy that the board operates with. All of us are committed to ensuring Albertans have an unassailable and thriving funeral industry when they need it.

Our mandate is to carry out the intent of the legislation, compel public protection and support the funeral professionals with information and education. This year the Board has prioritized public awareness. Many of our discussions are founded in the belief that Albertans are looking to honour their loved ones with the rituals and ceremony that pay tribute to the lives that have been lived. We hope to expand the awareness that Albertans have of our regulated funeral professionals with education events directly targeting the public.

The campaign will provide information and allow for questions and discussions about the care and services available to the public at these critical moments in their lives. Our goal is to enhance what knowledge Albertans have about the funeral profession and thereby facilitate more public protection.

On behalf of the current Board, we are looking forward to working for you, to ensure the funeral profession in Alberta continues to provide the unparalleled standard of care it has for generations.



Deborah Gust  
AFSRB Board Chair

### 2025-26 Board Members

AFSRB Board Chair/Public Member: Deborah Gust

Vice Chair/Industry Member: Rod Krushell

Treasurer/Public Member: Joshua Jackman

Past Chair/Industry Member: Stuart Murray

Public Member: Jack Redekop

Industry Member: Kristie Tourangeau

## 2025-26 Continuing education (CE) requirements

- The new reporting cycle, April 1, 2025—March 31, 2026, is now open. The requirement for all licensees regardless of licensing date, is 3 self-directed credits. Self-directed credits are education activities of your choosing. All activities must be completed in this timeframe and credits cannot be carried forward.
- Students who become licensed within the year can use credits from their formal education for their self-directed credits (one-time use only).
- All sessions must be entered into your portal to receive credit.

## Continuing education opportunities

The AFSRB will be offering lunch & learns throughout the year. These sessions are not mandatory but are a great way to obtain CE credits. They are typically 1 hour in length via zoom and only those in attendance will receive credit.

Thank you to everyone who submitted lunch & learn ideas at the AFSA conference. Congratulations to Kim W., winner of the draw.

If you are interested in obtaining resources for the Compassion Fatigue mandatory course that you participated in, please reach out to the AFSRB for links to the resources.

Potential lunch & learn topics for the 2025-26 year include:

- Public trustee
- Best practice on personal effects
- Vital statistics
- Order of priority
- Pre-Need
- Funeral benefits program
- AFSRB core competencies
- WCB

Stay tuned to your email for information. For information on past lunch & learn topics, visit our [website](#).

### LUNCH & LEARN

May 21, 2025  
12:00 p.m.

### Tattoo Memorials

Presented by  
Bespoke Tattoo Artwork

Memorial tattoos are a way to honor and remember a loved one who has passed away. They often feature images, symbols, or quotes that hold personal meaning, serving as a visual reminder of the person's life and legacy.

Bespoke Tattoo Artwork is joining us to explain how their program works and how funeral professionals can help interested families honor and memorialize their loved one through photography and art.

Join Zoom Meeting

<https://us02web.zoom.us/j/85019897099?pwd=JlK6RufHqW7k0jFqFsuULSrrOystQm.1>

Meeting ID: 850 1989 7099

Passcode: 764574

**Please Note:** You do not need to register for this session. Attendance will be taken and to receive credit, you must enter the session into your portal.

## How to avoid common consumer complaints about pricing

The AFSRB aims to promote a fair and informed marketplace by protecting consumer rights, enhancing industry professionalism, maintaining rigorous educational standards and enforcing fair business practices. Although the AFSRB does not regulate pricing we would like to highlight common consumer complaints related to pricing and how to avoid them. The legislative provisions have also been included for your reference.

- Families sometimes express concerns about the funeral costs and not being aware of lower cost alternatives. If the funeral services business has lower cost alternatives, ensure families are made aware of these options at the time of arrangement.

*Funeral Services Act –Unfair Practices Section 13 (c) to enter into the contract if the seller knows or ought to know that there is no reasonable probability that the individual is able to pay the full price for the funeral services listed in the contract*

- Families have expressed that their loved one did not want embalming (as an example), and their understanding is that embalming is a legislative requirement but, it is in fact, a funeral services business recommendation or policy. When dealing with families, ensure it is clear that embalming is not required by law.

*Funeral Services Act –Unfair Practices Section 13 (d) to represent that funeral services provided for in the contract are required by law*

- Concerns about the price of a specific funeral item have come up and sometimes there are alternative products that may be less expensive (that the funeral services business sells). The family should also be made aware of those options.

*Funeral Services Act General Regulation – Schedule 2 – Alberta Funeral Services Code of Conduct B(2) - Provide a range of options to the family regarding types of funeral services offered and selection of merchandise.*

- A family has mentioned that their loved one was on AISH (for example), it is the duty of the funeral services business to inform them of the funeral benefits program (or any other program that may apply) to help with the costs for the funeral.

*Funeral Services Act General Regulation – Schedule 2 – Alberta Funeral Services Code of Conduct B(5) Inform the family of death benefits that may be available through various government and private agencies.*

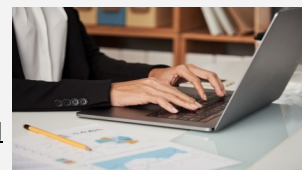
### Does your business enter into pre-need contracts?

Ensure your contracts include the following:

- Purchaser initials on the 5 year cremated remain clause
- Funeral director's signature and the purchaser's signature
- Detailed list of the goods and services
- Cancellation rights
- Location of cremation
- Embalming location
- Refrigeration location
- Information about the corporate entity

## Business Manager Reminder

New and active licensees are responsible for submitting applications through their portal. Once applicants submit their applications, business managers are responsible for approving these additions and changes in your business portal. If you have staff changes, please visit your business portal to attend to applications to avoid processing delays.



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**afsrb**  
alberta funeral services  
regulatory board