

MEET THE PANEL



Bradd Tuck

Executive Director

BC Funeral Association

www.bcfunerals.com



Bradd Tuck is former General Manager of Yates Memorial Services, a full-service family owned funeral home, cemetery, and crematorium with locations in Parksville and Port Alberni. Bradd began his education with an honour's degree from the University of Victoria. He then worked as a Park Manager in Wells Gray and Rath Trevor Provincial Parks before joining the funeral profession in 2016. Bradd completed his apprenticeship in 2018, receiving top honours in law, funeral service studies, and overall academic performance.

Bradd's role quickly evolved from apprentice director to general manager, where he lead a team of 20 staff. Bradd is passionate about leading with empathy, professional development, and supporting the team with which he works.

Bradd centers his life around three core values: family, community contribution, and lifelong learning. Bradd lives in Parksville with his wife Carlea, two young boys, and family dog. He loves to explore the local beaches, trails, and waterways with his family. When not at work, Bradd can usually be found exploring tide pools with his boys or riding his bike on one of the many Vancouver Island trail networks.

Bradd has held a variety of community roles including Vice Chair for Leadership Vancouver Island; Director and Young Professionals Chair for the Parksville & District Chamber of Commerce; Board Member of the Young Professionals of Oceanside; Committee member of SOS Project Rebuild; and is an organizing member and facility host of 100 Oceanside Men Who Care. Bradd has volunteered with Cops for Cancer- Tour de Rock and Oceanside Minor Baseball. In 2019, Bradd worked with the BCFA and Consumer Protection as part of their Regulatory Change Project. Bradd became a Director of the board at the 2023 Annual Conference where he joined the Government and Legal Committee. He has since submitted his resignation as Board member.

As Executive Director, Bradd looks forward to gaining a deeper understanding of the board and the direction of the Association. His interests lie in being a strong voice for the funeral profession, helping to position our profession to the ever-evolving needs of the changing clientele, listening and advocating for our members and focussing on labour retention and recruitment, amongst other already existing initiatives. He is incredibly grateful to be surrounded by a team of outstanding professionals. Bradd hopes that his passion for learning, curiosity, collaboration, and leadership can help the BCFA meet its mission of providing the public with the highest standards of ethics and service in the funeral profession.

MEET THE PANEL



Andrew Knapman

Manager

Forest Lawn Funeral Home

Dignity Memorial

www.forestlawn-burnaby.com

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MEMORIAL

Andrew Knapman, Location Manager at Forest Lawn Funeral Home, a Dignity Memorial property under SCI Canada ULC, embarked on his career in the funeral service as an apprentice in 2004. Over the years, he has seamlessly transitioned between roles at Forest Lawn Funeral Home and Ocean View Funeral Home. Prior to his tenure in the funeral service, Andrew established himself in the hospitality sector, progressing from restaurants to hotels and cruise ships.

Andrew derives immense satisfaction from aiding families during their most challenging times, providing essential support by fostering an environment where his team can do the same. Throughout his tenure, he has played a pivotal role in the recruitment and development of numerous apprentices and staff members, guiding them toward successful careers in our profession.

In recognizing the perpetual demand for individuals with empathetic inclinations, Andrew underscores the profound impact he believes he has made in people's lives within the funeral service profession.



Hanif Ladha

General Manager

Fraser River Funeral Home

www.frccs.com

Hanif Ladha is a Project Consultant with extensive experience in business development, stakeholder engagement and employee integration. He has worked on multiple projects within the private and non-profit sectors, including Fortune 500 companies, and brings a wealth of business experience as an entrepreneur. Currently Hanif supports families as the General Manager for Fraser River Funeral Home by providing organizational direction, counsel, and comfort to the families of the deceased during a difficult time.

Amid his myriad responsibilities, Hanif remains a devoted and servant leader. The secretary of the New Mark Strata Council; a member of the Burnaby Intercultural Planning Table's Employment Working Group; an awardee of Burnaby Family Life's Community Partner distinction; a recipient of the Established Business of the Year by the Abbotsford Chamber of Commerce, and a custodian of legacies like the Royal Canadian Army Cadets Corps, and the BC Ismaili Council, and his footprint in the community is one of benevolent fortitude



MEET THE PANEL



Jason Meidl

Funeral & Managing Director
Creston Valley Funeral Services
www.crestonvalleyfuneralservices.ca



Jason Meidl is a dedicated funeral director with a wealth of experience in the funeral profession, and he serves as the Managing Director and Owner of Creston Valley Funeral Services, a respected family-owned funeral home situated in Creston, British Columbia. His journey as an entrepreneur in this field is marked by compassion, commitment, and a strong sense of community.

Jason's entrepreneurial path in the funeral service industry was guided by his profound desire to help families navigate the challenging times that come with loss. He embarked on this journey by earning his Funeral Director diploma from the Canadian College of Funeral Service in 2017, and from that point on, he has been dedicated to serving families in Creston and its surrounding areas.

One of Jason's defining qualities is his compassionate and attentive approach to his work. He understands the importance of providing families with the support and guidance they need during times of grief. His genuine empathy and professionalism have earned him a reputation as a trusted figure in the Creston Valley community.

Outside of his professional commitments, Jason values his time spent amidst the natural beauty of Creston Valley. He enjoys outdoor activities with his wife and two daughters, embracing the serene surroundings that Creston, British Columbia, has to offer. His strong sense of community involvement is evident through his various roles as a Director for the British Columbia Funeral Association, Vice President of the Creston Valley Hospice Society, and President of the Creston & District Historical Society. Jason is also an active member of the Creston Valley Rotary Club, further highlighting his dedication to serving and enhancing the local community.

Jason Meidl's entrepreneurship in the funeral service industry is a testament to his unwavering commitment to helping families during their most challenging times. His compassionate approach, community involvement, and dedication to providing exceptional funeral services make him a respected figure in Creston Valley and beyond.

MEET THE PANEL



Greg Cruz

Co-Founder

Clearplan Alliance

www.clearplanalliance.com



I am a highly motivated professional with over 25 years of experience in business strategy sales, and marketing. I have gained extensive knowledge and expertise in identifying growth opportunities, creating effective marketing strategies, and driving business success.

Throughout my career, I have worked with a diverse range of clients, from startups to established multinational companies, helping them navigate the ever-changing digital landscape and achieve their business goals. My experience spans various industries, including technology, e-commerce, and consumer goods.

One of my core strengths is my ability to combine analytical thinking with creativity to develop innovative marketing campaigns that resonate with target audiences. I strongly believe that effective marketing goes beyond simple promotion; it is about building meaningful connections with customers and delivering value.

In addition to my expertise in digital marketing, I also have a deep understanding of business strategy. I have successfully led teams in developing comprehensive strategic plans, conducting market research, and implementing initiatives to drive growth and competitive advantage. I thrive in a fast-paced, dynamic environment where I can leverage my strategic mindset to solve complex business challenges.

Aside from my professional endeavors, I am committed to continuous learning and staying updated with the latest trends and best practices in the industry. I am always seeking new opportunities to broaden my knowledge and enhance my skills.

MEET THE PANEL



Michael Lasure

Funeral Director
Fraser River Funeral Home
www.frccs.com



Michael is a seasoned Funeral Director/Embalmer with over 20 years of experience in guiding families through the challenging process of saying goodbye to their loved ones. His expertise spans across various faiths and cultures, allowing them to offer personalized, culturally sensitive funeral arrangements that honor the deceased. With unwavering compassion and professionalism, Michael stands as a pillar of strength and understanding in their community, ensuring that each funeral arrangement is a heartfelt tribute to those who have passed on. Michael is also an Office Manager with a passion for ensuring that every aspect of the funeral services runs smoothly and compassionately. He manages a team of skilled professionals, overseeing day-to-day operations, training staff and assists with the crucial task of hiring new staff. He takes pride in creating a supportive and empathetic environment for his team, which is essential in providing comfort to grieving families during their difficult times. He is also committed to maintaining the highest standards in funeral service which is reflected in the care and respect he extends to his clients.



Zane Green

Owner, Licensed Funeral
Director & Embalmer
OMEGA Mortuary
Ancient Burials
www.ancientburials.com



OMEGA MORTUARY SERVICES

Following his immigration from the US in 2005, Zane embarked on a full-time career in the funeral profession in 2010. Swiftly attaining licensure as a Funeral Director and Embalmer, he exhibited a remarkable trajectory. In 2016, Zane pioneered Ancient Burials, an esteemed funeral home dedicated to upholding familial traditions, distinguished by its commitment to time-honored customer service.

Recognizing an unmet demand for comprehensive services, Zane strategically introduced Omega Mortuary Services in 2020, establishing the region's sole business-to-business funeral home. Zane's entrepreneurial ventures not only showcase innovation but also underscore his commitment to meeting the diverse needs of the community.

Instrumental in the training of numerous apprentices, Zane consistently seeks avenues to attract fresh talent to our esteemed profession. His dynamic contributions and forward-thinking initiatives exemplify a commitment to the vitality and evolution of the funeral service industry.