

# *Jason Lilley/Northridge Funeral Home*

By Stephen Challis



On the left, RRFDC Chair, Russ Fortier presents a plaque to Jason Lilley, Northridge Funeral Home for the 2007 Customer Service Challenge.

The notion of customer service in the funeral home business may not be immediately apparent, but as Jason Lilley says, in fact: "...it is a matter of extreme priority."

Jason is the owner/operator of the Northridge Funeral Home Ltd., situated roughly at the centre of the district next to Highway 11 just west of Emo in the Township of Chapple. "We serve you once," said Jason. Additionally: "We are dealing with families and friends during an event of high emotion, feelings of loss, and possibly also who have concerns about cost."

In this context, it is necessary for Jason's staff to show the highest regard for the people they serve, and this is a standard he strictly enforces both on them and on himself. Jason is a licensed funeral director, trained at Humber College. The staff is from the nearby communities, and they have expertise in floral arrangement, beautician services, and monument preparation.

As needed, Northridge can provide a "start to finish service", including all aspects of dealing with the body, funeral services and related notices, and monument preparation. Pre-arranged and pre-paid funeral services are an option. Also Northridge has access to the Rainy River Cremation Services in International Falls, and thus can forego the need to transport the body to the only other regional cremation facilities in Winnipeg or Thunder Bay.

Currently, like all funeral homes in Ontario, Northridge does not control or own a cemetery. This situation may undergo statutory revision in the near future. His funeral home is non-denominational, and it can add or remove religious symbols and aspects of the service as requested.

Jason grew up on a farm near London, Ontario and began working in the funeral home business in that area. He was drawn to the district by the chance to own and operate an independent funeral home.