



# 2018 CONVENTION

UNIVERSITY *of* NOTRE DAME

SEPTEMBER 9-12, 2018



# WE ALL HAVE A TEAM

*How are You Leading Yours?*

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When it comes to your business, you don't want to lose. You want to lead your funeral home or cemetery to greatness. You want the next generation to be equipped to carry on your legacy.

You can have passion. You can even the greatest ideas in the world... If you can't pass on your vision to your staff, you've lost the game before the first snap.

When it comes to becoming a better leader, we all have room to grow. Gather your starters – your son, your daughter, or emerging leader on staff – and train together at a place that produces some of the greatest leaders in the world.

Exploring

# UNIVERSITY of NOTRE DAME

Inspiring Academic Excellence Since 1842

Scholars who choose Notre Dame want an education that extends beyond what is taught in classrooms and laboratories. They want to learn how to think – and how to live.



## OPENING RECEPTION

*In Notre Dame Stadium*

We'll kick off our convention with a party inside the world-famous Notre Dame Stadium. Come in your favorite jersey – no matter the team – college or professional. This will be one great party, so come casual and enjoy yourself!



2018 Notre Dame Women's Basketball Team Reaching the Final Four



## Experience curling in the Compton Family Ice Arena

Want to try your hand at one of the most beloved Winter Olympic sports? Take your first curling lesson with us at Compton Family Ice Arena, home of the 2017 U.S. Arena Curling National Championships. If you'd prefer to observe the action – perhaps with a pint – you can do so through the large picture windows at O'Brien's, the arena's cozy, upscale Irish pub.

## Where the Irish Fight

An emphasis on recreational activity has always existed at the University to “invigorate the body and recreate the mind.” Today, they offer 482 different recreational programs.

So, where did the moniker “Fighting Irish” come from? No one knows for sure. Some say in the early 1900s, Notre Dame athletes began to turn a taunt on its head, transforming it into a victory cry. Their athletic teams are known to fight hard for the win:

- Notre Dame football can lay claim to 11 football championships, over 800 all-time wins, and 7 Heisman Trophy winners.
- Their basketball team has played in the NCAA Tournament 36 times.



Iconic “Touchdown Jesus” Mural



## Tradition Runs Deep

Founded in 1842 by Edward F. Sorin, a priest of the Congregation of Holy Cross, Notre Dame is traditional, yet progressive, always standing for values

in a world of facts. Father Sorin has been described as having both a lively imagination and an indomitable will – not unlike the scholars and professors who walk these historic grounds today.

Take in all of this tradition with us, including experiencing the mural many of us know as “Touchdown Jesus.” Originally created to portray the connection between the divine and the academic, it earned its nickname because of how visible Jesus – with his outstretched arms – is from the south end of Notre Dame Stadium. The perfect position to rejoice with the Fighting Irish!



## Our Nation’s Capitol of Higher Catholic Learning

As a leader in the funeral industry, you serve people of all faiths. Get a fresh perspective on what’s important to Catholic families at the greatest Catholic university in the U.S. Share photos of the campus on social media or your blog and engage people of faith.

Notre Dame was founded as a Catholic academic community in 1842, and despite changing cultural tides, it remains steadfast in its commitment to providing a forum where Catholic thought may freely intersect with knowledge.

One of the backdrops for our program will be the breathtaking, neo-gothic Basilica of the Sacred Heart, with its 44 stained-glass windows and the tallest bell tower on an American university campus. Another “don’t miss” site for many will be the Grotto, a sacred place where students, faculty, and others spend time in quiet reflection and prayer. The Alumni Association Prayer Team even prays here for people across the world who submit their petitions online.



Basilica of the  
Sacred Heart

*Experience*

# TIMELESS BEAUTY

## Etched in History

In the fall, there’s no better place to be than on a prestigious college campus. Many consider Notre Dame’s campus to be the most beautiful in the nation. From the collegiate Gothic architecture and park-like landscape, to exquisite outdoor sculpture and breathtaking views, the grounds are a visual splendor. See famous landmarks like the “Touchdown Jesus” mural visible from the football stadium, and the famous Golden Dome, a centerpiece of Notre Dame’s past and present. Get ready to enjoy every moment on this beautiful campus.



# Let's Talk LEADERSHIP

We know better than anyone – the world has rapidly changed in the past few decades. It's the kind of change that fosters fear and erodes trust. How do you lead people in such a world? It starts with empathy and an understanding of how the human brain works. It continues with practical action steps for becoming a better leader.

## PRESENTING SPEAKER:



### Christopher Adkins

Christopher Adkins is an Associate Teaching Professor in the Management & Organization Department and the Executive Director

of the Notre Dame Deloitte Center of Ethical Leadership.

In addition to his teaching, Chris designs engaging leadership programs based on the neuroscience behind why certain individuals – and organizations – flourish. He has worked with world-renowned organizations including World Bank, IBM, Novelis, Agilent Technology, Saatchi & Saatchi, The Aspen Institute, Navigant Consulting, among others.

He will teach you the skills you need to enhance innovation, improve communication, and build a team that is well rounded – one where every individual feels included and valued. Also, as the 2015 “Master Teacher of Business Ethics” Award given by the Wheatley Institution at Brigham Young University, he will also address how to make ethical decisions that build trust with your team and the families you serve. All of his practical insights and best practices for leadership are based on his extensive research into the fields of neuroscience, psychology, philosophy, and behavioral economics. Empathy is the core theme of his work.



Stayer Executive Education Center



View of Golden Dome from Inside Stayer Center

## Learn From the Best in

# DECISION MAKING



A leader should be decisive – but make the wrong decision and your funeral home or cemetery may never recover. Avoid destroying your legacy by learning from the best on how to make solid business decisions.

## PRESENTING SPEAKER:



### Viva Bartkus

Viva Bartkus is an Associate Professor of Management at the University of Notre Dame. Prior to joining the faculty at Notre Dame, Viva spent ten years at

the global management consulting firm McKinsey & Co., where she also spent four years as partner. She graduated summa cum laude from Yale University with master's and bachelor's degrees in economics and completed her doctorate and master's in international relations at Oxford University while on a Rhodes Scholarship. Currently, her research and teaching focuses on which leadership approaches are most effective in solving complex business problems and what social capital best enables collaboration.

Bartkus' book with co-author Edward Conlon, *Getting It Right: Notre Dame on Leadership and Judgement in Business* (Jossey-Bass, 2008), outlines how successful business leadership depends on values-based problem solving. Another title, *Social Capital: Reaching Out, Reaching In* (Edward Elgar, 2008), co-authored with James Davis, explores the underpinnings of networks, norms, trust, and social capital within organizations.

# ACCOMMODATIONS

*Nestled in the “Living Room” of Campus*



*Stay in the Heart of Campus. The Morris Inn offers a four star hotel experience at an incredible group rate of \$149/night!*

## The Morris Inn - An Irish Welcome

The Morris Inn is the official hotel for the University of Notre Dame, and is located in the heart of South Bend. This AAA, Four Diamond offers a distinctive blend of classic elegance and relaxed casual, along with excellent service and a great atmosphere. And you won't believe the fantastic rate we got for our program dates. You'll enjoy spending time with friends at the fireside terrace and in the fabulous Presidential Suite. All of the rooms come with a captivating view of the beautiful campus of Notre Dame, and all of the famous Notre Dame landmarks are just within a few minutes walking distance.

*Here's Céad Míle Fáilte to  
friend and to rover  
That's a greeting that's Irish as Irish can be.  
It means you are welcome.  
A thousand times over.  
Wherever you come from,  
whosoever you be.*



# SCHEDULE

## SUNDAY September 9<sup>th</sup>



**BOARD DINNER**  
📍 *Morris inn - private dining room*  
Special dinner for Board Members and their guests.

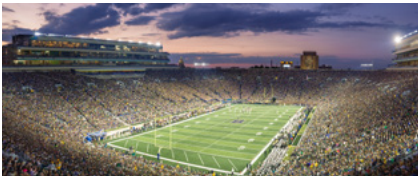
## MONDAY September 10<sup>th</sup>

**BOARD MEETING**  
📍 *President Ken Varner's Suite*  
For Board Members only.



**OPTIONAL CURLING EVENT WITH THE BOARD**  
Make plans to come in on Sunday night, or early Monday morning for a chance to get out on the ice for an Olympic experience. You've probably heard about the Olympic Sport of curling from the recent Winter Olympics. We will learn all about Curling and get a chance to play on the ice at Notre Dame's Compton Family Ice Arena. Don't worry, you don't need to be an experienced skater. Regular street shoes are all you will need. After, we will head to the famous O'Brien's Club that overlooks the ice for a special lunch.

**OPENING RECEPTION & DINNER "TAILGATE WITH A VIEW" PARTY**  
📍 *Notre Dame Football Stadium*



We're taking over the Notre Dame Football Stadium for our opening party. Our exciting evening will start with a field experience where you will have a chance to step out on to the Fighting Irish's turf. Show off your skills tossing a football and bring your camera for some exciting photo opportunities on the field. We will finish out the evening with dinner overlooking the field. Everyone is invited. Wear your favorite college team's garb or colors and get ready for some fun.

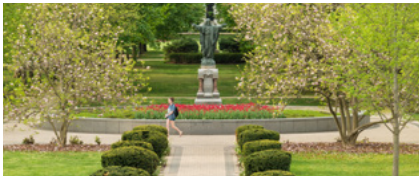
## TUESDAY September 11<sup>th</sup>

 **FULL DAY PROGRAM & WORKSHOP WITH PROFESSOR VIVA BARTKUS**

**"MAKING BETTER DECISIONS: A PROCESS"**  
📍 *University of Notre Dame's Strayer Executive Center*

Viva's presentation will focus on decision-making leadership. She will share all of the important questions you should ask yourself before making an important decision. She will provide you with the methodology to test your decision-making process. Viva will focus on case studies compiled from the major companies she's worked with

over the years. The second part of her program is a workshop on how it applies to the funeral industry.



**LATE AFTERNOON CAMPUS TOUR**  
No university program is complete without a campus tour. And this isn't just any campus tour – this is Notre Dame. Our private tour will include some of these highlights:

- The famous "Golden Dome" of the main building, which is on the National Historic Registry.
- The Basilica of the Sacred Heart.
- Grotto of Our Lady of Lourdes with PFDI Annual Memorial Service.
- "Touch Down Jesus" of the Hesburgh Library – overlooks the football stadium.

**RECEPTION ON THE FIRESIDE TERRACE AT MORRIS INN**

After a full day of learning, join the group for a reception get together before we head out for Dine Arounds. We will recognize our sponsors for their generous contributions.

**DINE AROUNDS**  
We have chosen some of the best restaurants in South Bend and made reservations so all you have to do is choose one of the groups to join.

## WEDNESDAY September 12<sup>th</sup>

**MORNING CAMPUS RUN/ WALK WITH THE SMITHS**



Kelly and Jay Smith from Smith-Corcoran Funeral Homes in Chicago are heading up a morning run/walk. Jay is a graduate of Notre Dame and he knows the best course for the most stunning morning views. Their father, Bob Smith, has been a great asset in

### MEMBER PRESENTATIONS

Many member presentations and small group discussions will be a major highlight of our program. They are all being finalized and will be announced. These programs will be throughout our time together and offer a tremendous opportunity to hear how some of your peers are managing challenges you may also be facing. Stay tuned for further program announcements.

planning this convention, being a member of the President's Circle at Notre Dame.

**ANNUAL MEETING OF THE MEMBERS**



**FULL DAY PROGRAM WITH PROFESSOR CHRISTOPHER ADKINS**

**"LEADERSHIP DEVELOPMENT"**  
📍 *University of Notre Dame's Strayer Executive Center*

Christopher's program will focus on change and ethical leadership. He will discuss the developments in leadership training and how data analytics and technologies may be creating both challenges

and opportunities to improving organizations. He will also discuss how to show empathy in the workplace and still be a leader.

**FINAL LUNCH & INSTALLATION OF OFFICERS**

We will break from our programming for our final lunch & installation of officers with a wonderful meal fit for a president.

**ADVERTISING FAIR**  
We will conclude this year's convention with our annual advertising fair.

## A FEW WORDS FROM THE PRESIDENT

Members have been asking for a program where they can bring their key leaders in their organization. This is it. A chance for all of us to learn from some of the best consultants in the world. The content is perfect for you to bring your next generation of leadership. And, the room rates are so reasonable. Fall in the Midwest is not to be missed either...especially on one of the country's most beautiful college campuses.

Let this be the year that every member makes it to the convention. For some, it is a short drive. For others, a short plane ride. And, for those of us coming from a great distance, it's well worth the trip.

As we look back on one of the best programs we ever had in funeral service at Stanford and Silicon Valley, I have every confidence this will be as good, if not better. I want to challenge all of you to be there or send someone from your firm. Or both. We want every member represented at this program.

Don't miss it. We want to see all of you there, because the sharing we do outside the meetings is what the PFDI family is all about.

- Ken Varner, President



**KEN VARNER**  
*Cypress Lawn Funeral Home & Memorial Park, Chairman of the Board/CEO Consultant President of PFDI*

**REGISTER TODAY**

(888) 655-1566 | [PFDI.ORG/2018-CONVENTION](https://www.pfdi.org/2018-convention)





*“When you achieve one dream, dream another.  
Getting what you want is only a problem if you have  
nowhere to go next. Dreaming is a lifetime occupation.”*

**- Rudy Ruettiger**

University of Notre Dame Alumni & Football Player  
Inspiration for the movie “Rudy”





Preferred Funeral Directors International