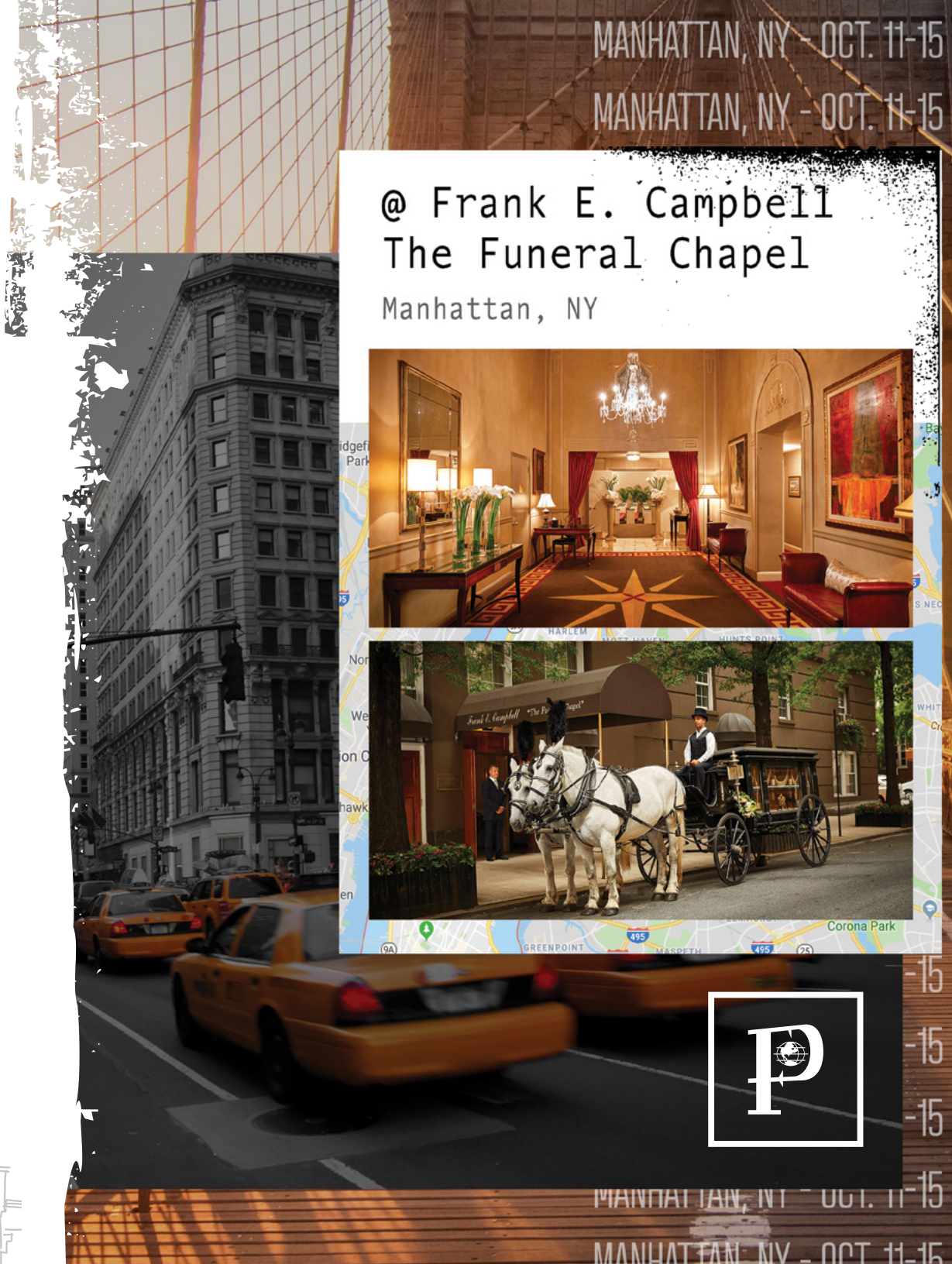


PFDI CON VEN TION 2019

MANHATTAN, NY
OCTOBER 11-15



MANHATTAN, NY - OCT. 11-15

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@ Frank E. Campbell
The Funeral Chapel
Manhattan, NY



MANHATTAN, NY - OCT. 11-15

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EXPERIENCE A DIFFERENT SIDE OF NEW YORK

This year, our convention is returning to the Big Apple. Our program in 2014 was incredible, but we couldn't fit all the sights and sounds of NYC into one trip. This year, we'll be treating you to an adventure that allows you explore a different side of the city.

This year, our group will be staying on the Upper East Side. Our accommodations are located at the intersection of 61st and Park - the crossroads of the Upper East Side and Midtown - what many would say is the best of both worlds.

We will be located close to Central Park and the shops on Madison Avenue - allowing you to stay in an area that allows you to easily explore all of the neighborhoods that New York has to offer.



THE PINNACLE OF FAMILY OWNERSHIP

Because the deathcare industry values family ownership, we could think of nothing better than to seek out a luxury hotel with strong family ties.

The Tisch Family - a powerhouse family in both the worlds of business and philanthropy - owns the Loews Regency Hotel. Their name is ubiquitous in New York City, with several landmarks bearing their namesake and continuing their legacy.

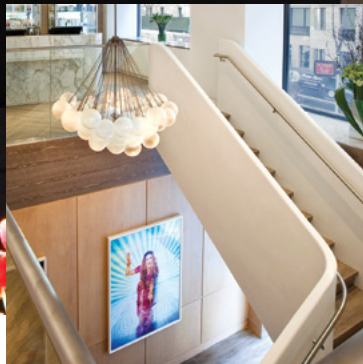
The Loews Regency Hotel is conveniently located across from the company's headquarters, which will provide us with the opportunity to meet with their team and draw from the expertise they've acquired in their industry.

LOEWS
HOTELS



On the town

Blocks away from many of the cultural and iconic landmarks in NYC. Just ask the concierge.



State of the Art Spa & Fitness Center

24/7 amenities, including Peloton bikes, and a three-in-one "Power Hour" spa treatment.





FRANK E. CAMPBELL
THE FUNERAL CHAPEL

DIGNITY MEMORIAL*
Premier Collection

DEFINING EXCELLENCE SINCE 1898

Our capstone event for PFDI this year will feature a tour and presentations from the team at Frank E. Campbell Funeral Home in Manhattan, known as the “funeral home to the stars” because of its history serving royalty, dignitaries, and famous entertainers. You will have the chance to tour their high-end facility, notably one of Service Corporation International’s premier locations. You will learn about how the firm developed from its founding into the cultural icon it is today and how their staff members serve high-profile families with the utmost decorum and confidentiality.





Some Names You Might Recognize

Frank E. Campbell has had the privilege of serving the families of many famous people. From musicians and actors, to dignitaries and royalty, this list is just a sample of who they have served.

Aaliyah
Amsale Aberra
Roscoe "Fatty" Arbuckle
Pedro Armendáriz, Jr.
Arleen Auger
Herman Badillo
Lauren Bacall
Irving Berlin
Peter Boyle
Clare A. Briggs
Lord Buckley
James Cagney
Milt Caniff
Lynne Carter
Oleg Cassini
Bennett Cerf
Huguette Clark
Montgomery Clift
Frank Costello
Joan Crawford
Walter Cronkite
Celia Cruz
Mario Cuomo
Candy Darling
Thomas E. Dewey
Dominick Dunne
Jeanne Eagels
Malcolm Forbes
Greta Garbo

Judy Garland
George Gershwin
Adam Goldstein
Albert H. Gordon
Lesley Gore
Rita Hayworth
Heavy D
Leona Helmsley
Jim Henson
Philip Seymour Hoffman
Fannie Hurst
Richard Isay
Peter Jennings
Madeline Kahn
George S. Kaufman
Jacqueline Kennedy Onassis
Dorothy Kilgallen
Allyn King
Florence La Badie
Andrew A. Lanyi
Héctor Lavoe
Mordecai Lawner
Heath Ledger
John Lennon
Dick Lynch
Mary MacLeod Trump
Norman Mailer
Billy Martin
Bat Masterson

Ethel Merman
Anna Moffo
Mary Tyler Moore
The Notorious B.I.G.
Glenn O'Brien
Les Paul
Peter George Peterson
Ayn Rand
Tony Randall
Joan Rivers
Bishop Fulton J. Sheen
Willi Smith
Jean Stapleton
Igor Stravinsky
Ed Sullivan
Cecil Taylor
Nikola Tesla
John Timoney
Ernst Toller
Arturo Toscanini
Fred Trump
Rudolph Valentino
Luther Vandross
Mae West
Tennessee Williams
Jean-Michel Basquiat
Li Yong

HUDSON YARDS™

NEW YORK

WATCH VIDEO



A NEW TIER OF TOURISM

This won't be your typical trip to NYC. We want you to be inspired by the innovative changes the city has undergone in recent years.

We will be visiting Hudson Yards - a new development on the West Side that is home to more than 100 retail shops and restaurants, including Jose Andres' latest creation, a 35,000 sq. ft. restaurant where you can select from all different offerings.

One of the highlights of our trip will include a stop at The Vessel, an interactive exhibit comprised of more than 150 connected flights of stairs. You'll have the opportunity to walk through this impressive masterpiece, which will allow you to enjoy viewing the city from unique vantage points. We'll also visit Snark Park, an exhibition space with several unique art and architecture installations. And, for the particularly daring, there will be the opportunity to walk out onto The Edge - a large outdoor deck that allows you to venture out well above 1,000 feet in the air.

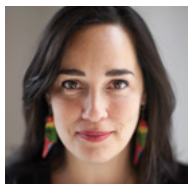


A person in a dark suit and orange tie is holding a small black device. In the foreground, a hand is gesturing with fingers spread. The background is a bright blue sky with blurred flags. A blue banner at the top left contains the word 'SPEAKERS'.

SPEAKERS

Studying the Success of Frank E. Campbell

Every year, we strive to provide a variety of speakers that we hope will engage in thought-provoking discussions that give us ideas to improve our industry as a whole. This year, you'll get a chance to hear from key staffers at Frank E. Campbell Funeral Home, executives at Loews, an award-winning photographer and writer, as well as our impressive member presentations.



Nancy Borowick

Photographer/Author

“The Family Imprint: What it is like when facing life-threatening cancer”

Nancy Borowick is an international photographer who has spent her life telling the stories of people around the world. Her work has been published in the New York Times and other publications such as National Geographic and TIME. Nancy is also an accomplished speaker and frequently travels to share her story with groups around the world. Nancy is the 2018 recipient of the Humanitarian Award from the Women That Soar organization. She won this award for her book, *The Family Imprint*, which chronicles her parents' battle with cancer as they moved into their final days. Her book and her speech may be somethings you want to share with families or your local support groups.



Chad Snyder

Owner of Snyder Funeral Home

“What Works in Acquisitions and What Doesn't”

Chad will share from the experiences of the Snyder family and will lead a discussion for all members in attendance about what they would do again and what they would do differently. Come with your questions.

Chad Snyder, General Manager of Charles F. Snyder Funeral Homes & Crematory in Lancaster, PA, will be speaking about the lessons he has learned through the process of acquiring funeral homes. Chad is the grandson of his firm's founder, making him the third-generation of Snyders to work in the family business. Chad is a PFDI member and received his Funeral Director License in 2008.



Bob Gordon, Jr.

CEO & President of Cypress Lawn Funeral Home & Memorial Park

Bob Gordon Jr., the CEO and President of Cypress Lawn Funeral Home & Memorial Park in Colma, CA, will be leading an interactive program. **“What Items Must Be in a Preneed Presentation for Families to Buy.”** You will see Bob give a powerful preneed presentation, and see if you can pick out all the things that were included. Bob was born into a funeral/cemetery family and began his career at the age of 15 on the grounds crew of his grandfather's firm. For over 18 years, Bob consistently ranked as one of the top sales executives in SCI North America. Bob mastered the art of preneed sales and will share how you can implement a similar strategy. Make sure to bring any employees who work with preneed clients to this seminar – you won't want them to miss it!



Lowes Hotels

“Successful Family Business and Branding in Today's Marketplace”

Loews Hotels is a luxury hospitality company that owns and operates hotels and resorts in the United States and Canada. Their headquarters is right in New York City, across the street from their Loews Regency NYC location. What's so exciting about this, is that Loews is a family-owned corporation, like many funeral homes. They understand the values that come from families serving other families. We will hear from top executives about how being a family owned business is engraved into their culture.

SCHEDULE

FRIDAY, OCTOBER 11

Board Dinner

Special dinner for Board Members and their guests.



SATURDAY, OCTOBER 12

Board Meeting

For Board Members only.

Optional Activity with the Board

Join us Saturday for an excursion to Hudson Yards, hosted by the Board, complete with lunch at Jose Andres' latest creation, a 35,000 sq. ft. restaurant where you can select from all different offerings. You will not want to miss this one-of-a-kind attraction. Everyone is invited. Make sure you arrange your airline to arrive early Saturday morning or come in on Friday night.

"Meet You On Park Avenue" Opening Party

As always our opening party will be an over the top celebration welcoming everyone to New York City and the Loews Regency

Hotel. Ready for some amazing views? We will party in the President's own Park Avenue Terrace Suite, that overlooks Park Avenue. Everyone is invited. This is a chance to "catch up" on what everyone is doing. Amazing food and drinks so please do not plan another dinner. This is a cocktail reception and a complete dinner on its own. Plan to spend the evening. Lots of great things planned.

SUNDAY, OCTOBER 13

Opening Session

We will begin our programming with a welcome from our President Matthew Fiorillo. He is excited to host you all in New York City. We have an all-star line up of programming on Sunday that you won't want to miss.

Bob Gordon

"Running a Successful Preneed Business"

We have some great content planned with a presentation by member Bob Gordon, Cypress Lawn on running a successful preneed business. He will go in depth with an example of a preneed sale and you will have the chance to identify the things he did to master the sale. You will be amazed at the practicality of what he is presenting.

Nancy Borowick

"The Family Imprint"

We will hear from a world-renowned author, speaker and photographer, Nancy Borowick, a frequent contributor to the New York Times. Nancy focuses on telling stories of health, struggle, and personal relationships and explores the lives of her subjects.

Chad Snyder

"Lessons Learned from Acquiring Funeral Homes"

He will tell us about his recent acquisition and what he felt made it successful, and what he would do differently.

Loews Hotel Executive “Why family owned matters”

We will hear from some top executives from the Loews Headquarters on why being a family owned corporation matters and how it influences their successful business model.

Rapid Fire Rounds

Hosted by Michael Perotto discussing industry hot topics. Always a favorite!



Round Table Discussions

Afternoon Free Time

PR Panel

Bill Wappner will lead a panel on PR marketing campaigns, including media and strategy secrets.



Dine-Arounds

We have chosen some of the very best restaurants and made the reservations so all you have to do is choose one of the groups to join. We even have a host for each group that will figure out directions and transportation so you can relax and just enjoy NYC.

Sponsor Synergies

A chance for each sponsor to talk about how it is different this year in their firm. New challenges. New answers. New ways to help PFDI members.

MONDAY, OCTOBER 14

Studying the Success of Frank E. Campbell Funeral Home

Few get to visit the most famous funeral home in the world, but by special invitation, we do. See the funeral home in NYC that has served countless celebrities, including Jackie Kennedy, John Lennon, Judy Garland and so many more. Remember how you enjoyed Gawlers in DC? This will be the same or better. Tour and learn from the mecca of funeral service. You've heard so

many great things over the years about this firm, now here's your chance to get all the details that makes them the epitome of white glove service.



Evening Free Time

This might be a night for you to rest up or go out and explore all NYC has to offer.

TUESDAY, OCTOBER 15

Tours & Programming

A chance to visit some of the best NYC has to offer. We are arranging some surprises for PFDI to get to learn from some of the top service-oriented companies in NYC to teach us about receptions and how to grow your business. We will make a pit stop at the Starbucks Roastery, one of only 5 in the world – a real treat to reenergize from all the learning you will be doing. Plan your flights to depart in the afternoon. You don't want to miss what we are planning.

Sponsor Synergies

A chance for each sponsor to talk about how it is different this year in their firm. New challenges. New answers. New ways to help PFDI members.

A portrait of Matthew Fiorillo, a man with short dark hair, wearing a grey suit, white shirt, and a blue patterned tie. He is looking directly at the camera with a slight smile. The background is a warm, out-of-focus interior with golden light fixtures.

MATTHEW FIORILLO

P R E S I D E N T

As a New York native, I'm excited to welcome all of our PFDI members back to New York City for this year's convention.

It's been an honor to serve as PFDI president this year, and I look forward to another successful year – as well as a productive convention.

To make this event as beneficial for all parties as possible, we would encourage you to bring your key staff members. Our greatest hope is that your firm will make great strides forward based on what you learn here. We also hope you'll connect with other industry leaders who will become important connections.

We would encourage you to think of any other firms who would benefit on joining our prestigious organization and invite them to join us.

Matthew Fiorillo



REGISTER ONLINE

PFDI.ORG/2019



**Preferred
Funeral Directors
International**

PFDI.ORG • 855-655-1566

President: Matthew Fiorillo

President Elect: Keith Walker

Past President: Ken Varner

Secretary/Treasurer: Kasi Welch Baker

Board Members: Chad Snyder, Scott Sytsema

