

TRANSITIONS EAST 2014

Leading the Business and the Family: Succession, Governance and Legacy

March 26-28, 2014 • Grand Hyatt Tampa Bay • Tampa, FL

Register Online: www.familybusinessmagazine.com/transitions

The conference created *for family companies by family companies*



Transitions East 2014 offers powerful sessions that deliver ideas you can put to work now to sustain and build your multi-generational family company. This conference is for family companies and enterprises of all sizes and generational stages. Each Transitions conference is built on the direct feedback of prior conference attendees and features new topics and new speakers. The event is produced by *Family Business Magazine* and Stetson University's Family Enterprise Center.

Key topics to be addressed include:

- Succession strategies.
- Non-family executives and board members in the family business.
- Family councils, family foundations and family meetings.
- Key documents that every family business should have.
- Leveraging the family business brand, legacy and human capital.

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Drinker Biddle

FEATURED FAMILY BUSINESS SPEAKERS

(For complete speaker biographies, visit www.familybusinessmagazine.com/transitions)



Campbell Brown
Vice President, Director,
Midwest Division, Brown-
Forman Corporation



Stan Sheetz
Chairman of the Board,
Sheetz Inc.



Wendy Yuengling Baker
Chief Administrative Officer,
D.G. Yuengling & Son Inc.



Chris Herschend
Vice Chairman,
Herschend Family
Entertainment



Chris Vernon
President and COO,
The Vernon Company



Steven High
Chairman, H.J. High
Construction Company



Robert High
President, H.J. High
Construction Company



Hank Meijer
Co-CEO, Meijer Inc.



Mark A. Murray
Co-CEO, Meijer Inc.



Mary Schmid Daugherty
Board Member, Crescent
Electric Supply Company



Kyle York
Chief Revenue Officer, Dyn



Mark Peters
CEO, Butterball Farms Inc.



John Neretlis
Property Manager,
Rowntree Enterprises



Tim Schad
Chairman and CEO,
Nucraft



Robert Bockheim
President and COO,
Nucraft



Conference Venue

The Grand Hyatt Tampa Bay, part of the family-controlled Hyatt hotel chain, is a AAA Four Diamond luxury resort. The hotel is just minutes away from the Florida airports, downtown Tampa Bay, beaches and more.

TO REGISTER, visit www.familybusinessmagazine.com/transitions
Or contact Justine Wood, Program Manager, justineawood@me.com
or (703) 850-5497

CONFERENCE AGENDA

(Subject to change as speakers are added.)

Wednesday, March 26, 2014

1-3 P.M. Optional Family Meetings

Facilitated sessions for families bringing eight or more family members to the conference. For information, contact Justine Wood at (703) 850-5497 or justineawood@me.com.

4 P.M. Transitions 101

(Optional pre-conference session)

A special session for first-time attendees and those wishing to brush up, focused on family business basics and how to get the most out of the conference.

5 P.M. Panel Conversation: Leading the Business — Succession Strategies

Family enterprise succession is a unique process for each family. This process can be surprising, incredibly rewarding and invigorating for the family and the enterprise. Our panelists will focus on their challenges and successes in transitioning to the next generation of leadership.

Speakers: Stan Sheetz, Chairman of the Board, Sheetz Inc.; John Kittle, Board Member, Kittle's Home Furnishings; Steven W. High, Chairman and Robert J. High, President, H.J. High Construction

6:30 P.M. Welcome Reception and Buffet Dinner

Thursday, March 27, 2014

8-8:30 A.M. Breakfast

8:30-9 A.M. Keynote Address

Speaker: Chris Herschend, Vice Chairman, Herschend Family Entertainment

9-10:15 A.M. Panel Conversation: Leading the Business — Non-Family Executives and Board Members in the Family Business

Experienced non-family members who are named to key executive positions or board seats in family firms can help the controlling family take the company to the next level. Panelists — family business owners as well as non-family directors and managers — will offer suggestions for recruiting outside directors and discuss strategies for avoiding the pitfalls that can arise when family and non-family members work together.

Speakers: Hank Meijer and Mark Murray, co-CEOs, Meijer Inc.; Tim Schad, Chairman

and CEO, and Robert Bockheim, President and COO, Nucraft

10:15-10:30 A.M. Networking Break

10:30-11:45 A.M. Panel Conversation: Leading the Family — Family Councils, Family Foundations, Family Meetings

Leading the family is as important as leading the family business. This conversation will explore family councils, philanthropic structures and the value of bringing the family together for formal meetings.

Speakers: Chris Vernon, President and COO, The Vernon Co.; Mary Schmid Daugherty, Board Member, Crescent Electric Supply Company and Associate Professor, University of St. Thomas; John Neretlis, Property Manager, Rowntree Enterprises; Andrew D. Pitcairn, Pitcairn Family Council Chair

11:45 A.M.-12 NOON Networking Break

12 NOON-1 P.M. Lunch

1-2 P.M. Focus Sessions: Family Business Governance

Breakout sessions with emphasis on the unique family and business governance challenges of the family enterprise by the current generational stage of the company (the managing generation).

2-3:15 P.M. Panel Conversation: Leading the Family — Key Family Documents

This session will focus on developing, ratifying and revising the foundational documents for governing a family business, the family constitution, mission and values statements, and family policies. Some sample family documents will be shared and discussed.

Speaker: Amanda Westphal Radcliffe, Co-owner and Board Member, Vertex

3:15-3:30 P.M. Networking Break

3:30-4:30 P.M. Focus Sessions

- Teaching Financial Literacy to the Next Generation
- Married-Ins: Creating Effective Family Communications
- Family Dynamics: Managing Emotional and Sensitive Issues
- Wealth Management: Value Creation and Value Preservation
- Trusts & Ownership: Setting Ownership Structures in Motion

- Tax & Estate: Tax Issues for Families and Family Businesses
- Next-Generation Roundtable: Making Meaningful Contributions to the Family and the Business
- Prenuptial Agreements

4:30-5:30 P.M. Optional Sessions

Prescheduled one-to-one meetings with another attendee OR group conversations on topics of mutual interest.

6:30 P.M. Group Dinner

Friday, March 28, 2014

8-8:30 A.M. Breakfast

8:30-9:45 A.M. Panel Conversation: Leveraging the Family Business Brand, Legacy and Human Capital

There are a number of ways that a family business can leverage its brand and human capital to grow the current business, and leverage capital and legacy to create new and often unrelated businesses. This session will explore each of these approaches.

Speakers: Mark Peters, CEO, Butterball Farms Inc.; Kyle York, Chief Revenue Officer, Dyn (Indian Head family member); Wendy Yuengling Baker, Chief Administrative Officer, D.G. Yuengling & Son Inc.

9:45-10 A.M. Networking Break

10-11:15 A.M. Panel Conversation: The Next Generation

Next-generation members can play a valuable role in the family and the business even if they end up working outside the family firm. In this session, panelists who are members of the next generation discuss what they want and need from the family business in order to become major contributors.

Speaker: Alex Schwan, The Schwan Companies

11:15 A.M.-12 NOON Keynote Address

Speaker: Campbell Brown, Vice President, Director, Midwest Division, Brown-Forman Corporation

12 NOON Lunch and Conference Close

For updated information, see www.familybusinessmagazine.com/transitions

REGISTER TODAY FOR BEST RATES!

Register online at www.familybusinessmagazine.com/transitions

Please Note: Attendance at this conference is limited to members, owners, senior executives (including non-family executives and non-family board members) and shareholders of family-owned businesses whose primary business is other than advising family-owned businesses. Advisers to family businesses may attend only with family members. Attendance is strictly limited to the first 75 family businesses/enterprises who register.

Early Bird Pricing (Expires Feb. 7, 2014)

First attendee from your family company: \$1,495

Each additional attendee (age 30 and above): \$995

Each additional Next-Generation attendee (ages 15-29): \$795

Standard Pricing (Feb. 8, 2014 or later)

First attendee from your family company: \$1,695

Each additional attendee (age 30 and above): \$1,195

Each additional Next-Generation attendee (ages 15-29): \$995

Past attendees of Transitions conferences and Stetson University alumni: Deduct 10% from the registration fee.

Registration price includes all conference materials, as well as breakfast, lunch and dinner on March 27, breakfast and lunch on March 28, and a welcome registration with buffet dinner on March 26, as well as refreshment breaks.

Hotel Reservations: \$179 plus state and local taxes, currently 12% and subject to change. Includes Internet access in guest room. To reserve your room, call (888) 421-1442 and refer to the group (*Family Business Magazine*) and meeting name (Transitions East 2014).

The confirmed guest room rates will be in effect for three days prior to and three days after the conference, subject to availability.

REGISTRATION FORM

PERSONAL INFORMATION

JOB TITLE _____

FIRST NAME _____

LAST NAME _____

EMAIL ADDRESS _____

PHONE NUMBER _____

FAX NUMBER _____

COMPANY INFORMATION

COMPANY NAME _____

STREET ADDRESS _____

CITY _____

STATE/PROVINCE _____

ZIP/POSTAL CODE _____

The primary attendee is a member, owner, senior executive or shareholder of a family-owned business, and is a family member.

The primary attendee is an adviser to a family-owned business.

I am a Stetson University alum/past Transitions attendee.

Please **fax** your registration form to Justine Wood at: (301) 987-0476, or **mail** to:

Justine Wood, Transitions Program Manager
13631 Maidstone Lane
Potomac, MD 20854

Questions? Call Justine Wood at (703) 850-5497 or email her at justineawood@me.com

Cancellation Policy: All conference cancellations must be made in writing and sent to Justine Wood, Transitions Program Manager, 13631 Maidstone Lane, Potomac, MD 20854; faxed to (301) 987-0476 or emailed to justineawood@me.com. Registrants who cancel more than four weeks prior to the program

date are entitled to a full refund of the registration fee less an administrative fee of \$150 per registrant; if canceled within four weeks, but more than one week prior to the conference date, 50% of the conference registration fee will be refunded less an administrative fee of \$150 per registrant; within one week of the

conference date and no shows, no refund is possible. *Family Business Magazine* and Stetson Family Enterprise Center may cancel the program if attendance does not meet required levels; in case of cancellation or rescheduling, full refunds of registration fees will be made. Travel fares and hotel deposits cannot be reimbursed.

PRIMARY ATTENDEE NAME _____

ATTENDEE 2 NAME _____

ATTENDEE 3 NAME _____

ATTENDEE 4 NAME _____

NEXT GENERATION ATTENDEE NAME (AGE 15-29) _____

NEXT GENERATION ATTENDEE NAME (AGE 15-29) _____

NEXT GENERATION ATTENDEE NAME (AGE 15-29) _____

Number of people attending: _____

Discount code _____

Total Cost (USD): _____

PAYMENT

Enclosed is my check for \$ _____
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