

November 1-3, 2017 Coronado Island Marriott, San Diego, CA

# Transitions West

The conference for family businesses  
by family businesses

## BALANCING THE FAMILY BUSINESS AND THE BUSINESS FAMILY

Transitions West 2017 will address:

- The Impact of the Business on Family Identity
- The Board's Role in Balancing Family and Business Concerns
- Aligning the Strategies of the Family and the Business
- Leveraging the Strengths of the NextGen
- When to Think Family and When to Think Business

**Special Session: Fam Tank—**  
NextGen Entrepreneurs Pitch  
Business Ideas to a  
Family Business Panel

**TO LEARN MORE, AND REGISTER, visit:**

*[www.familybusinessmagazine.com/  
conference/transitions-west-2017](http://www.familybusinessmagazine.com/conference/transitions-west-2017)*

**QUESTIONS ABOUT THE PROGRAM?**

*Contact Peter Begalla, Conference  
and Education Director, [pbegalla@  
familybusinessmagazine.com](mailto:pbegalla@familybusinessmagazine.com) or  
(703) 850-5497*

FamilyBusiness

# FEATURED FAMILY BUSINESS SPEAKERS

(For complete speaker biographies, visit [www.familybusinessmagazine.com/transitions](http://www.familybusinessmagazine.com/transitions))



**Heidi Vermeer-Quist**

Board Member,  
Vermeer  
Corporation



**Todd Simon**

Senior Vice  
President, Omaha  
Steaks International,  
Inc.



**Martha C. Huber**

Former Director,  
J.M. Huber  
Company



**Franklyn Augustus  
Butler II**

Managing Director,  
Milo B. Butler &  
Sons Ltd.



**Elizabeth Rees**

Founder, Chasing  
Paper



**William "Stacey"  
Cowles**

President, Cowles  
Company



**Jackie Sheetz  
Foderaro**

Family Council  
Member, Sheetz Inc.



**David W.  
Henderson**

President and CEO,  
Samaritan Medical  
Center



**Philip A. Clemens**

Retired Chairman  
and CEO, The  
Clemens Family  
Corporation



**Shimon  
Greenspan**

Portfolio Manager,  
Westland Real  
Estate Group



**Laura Gicela**

Family Employee  
Engagement Liaison,  
Elkay Manufacturing  
Company



**Austin Herschend**

Family Council Chair,  
Herschend Family  
Entertainment



**Susanne Cambre**

Chairman of the  
Board, The J. M.  
Burguières Co.,  
Limited



**Alexandra Burton**

Family Council  
Member, Leupold &  
Stevens



**William J. (Bill)  
Kellogg**

President, La Jolla  
Beach and Tennis  
Club



**Ashley Palm**

Vice Chairman,  
SI Group



**Jacob Gorman**

Family Member,  
Power Construction



**Yanne Root**

Founder, Violent  
Little Machine Shop,  
Board Member, The  
Root Organization



**Scott Hunt**

CEO, Hunt Brothers  
Pizza LLC



**Betsy Johnson**

Founder, SwimZip



**Steve Lytle**

Board Member, The  
Agnew Company

## CONFERENCE REGISTRATION RATES

### Standard Pricing

\$1,850: First attendee from your family company

\$1,350: Each additional attendee (age 30 and above)

\$1,150: Each additional NextGen attendee (age 29 and below)

Transitions conference alumni receive a 10% discount on registration fees.

For general questions on attendance or help with registration, please contact **Justine Wood** at (703) 850-5497. All attendees will be verified prior to acceptance of registration. A family company's advisers may attend only if accompanied by one or more family company members. Other family company advisers may contact **Mike Bachman** at (215) 405-6070 for information on attending.

Registration price includes all conference materials, as well as breakfast, lunch and dinner on November 2, breakfast and lunch on November 3, and a welcome reception with buffet dinner on November 1, as well as refreshment breaks.

*Transitions features:  
Speakers from family  
companies Intimate,  
open environment  
Collaborative  
discussions No-sell  
environment Special  
content and sessions  
for next-generation  
and married-in family  
members Family  
Focus Networking with  
families like yours  
Hosted family meetings*

# PRELIMINARY PROGRAM

## Wednesday, November 1

2:30-6:30 p.m. Registration

### 3:30-4:30 p.m. Family Business Basics and Conflict Management 101

An optional, complimentary pre-conference session for first-time Transitions attendees and others who wish to brush up on key family business terms and practices. A special section has been added on family conflict management basics. The session will also offer tips on how to get the most out of the conference experience.

*Speakers: Joshua Nacht, Ph.D., Consultant, The Family Business Consulting Group; Doug Baumel, Founder, Continuity FBC; Peter Begalla, Conference and Education Director, Family Business Magazine*

### 4:30-5 p.m. Networking Break

### 5-6:15 p.m. The Business and Family Identity—Pros and Cons

There are risks and rewards of having a last name associated with a family business—especially when that name is on the door. Families often rally around their values—how do you meet the market without losing your identity?

*Speakers: Philip A. Clemens, Retired Chairman and CEO, The Clemens Family Corporation; Jackie Sheetz Foderaro, Family Council Member, Sheetz Inc.; Scott Hunt, CEO, Hunt Brothers Pizza LLC*

*Moderator: Charlie Carr, Managing Director, Family Enterprise Advisory, PwC*

### 6:15-6:45 p.m. Opening Keynote Conversation

Heidi Vermeer-Quist, Board Member, Vermeer Corporation

*Interviewed by: Jonathan Flack, U.S. Family Business Services Leader, PwC*

### 6:45-9 p.m. Welcome Reception and Dinner

## Thursday, November 2

7:30 a.m.-4:30 p.m. Registration Open

### 7:30-8:30 a.m. Breakfast

### 8:30-9:30 a.m. The Board's Role in Balancing Business and Family Dynamics

A board of directors can be the ambassador between the business family and business management, ensuring the voice of the family is understood and enacted. It should be an island, free of personal family dynamics and staffed with qualified directors. How can board composition keep communication open and decisions moving? How can the board play a role in succession planning and setting family employment policies, while managing any potential family controversy?



*Speakers: Martha C. Huber, Former Director, J.M. Huber Company; David W. Henderson, President and CEO, Samaritan Medical Center; Susanne Cambre, Chairman of the Board, The J. M. Burguières Co., Limited*  
*Moderator: Rhona Vogel, CEO and Founder, Vogel Consulting*

### 9:30-10 a.m. Networking Break

### 10-11 a.m. Setting Boundaries Between the Business and the Family

While business discussions around the dinner table are common, how can families ensure that there are clear boundaries between family and business? Which hat (family member, employee, owner) should you wear, and when? What work/life balance should be expected? Can you avoid taking work home? The goal is a healthy family and a healthy business, and panelists will discuss their challenges in achieving this.

*Speakers: Franklyn Augustus Butler II, Managing Director, Milo B. Butler & Sons Ltd., Shimon Greenspan, Portfolio Manager, Westland Real Estate Group; Ashley Palm, Vice Chairman, SI Group*  
*Moderator: Scott Winget, Senior Managing Director at Ascent Private Capital Management of U.S. Bank*

### 11-11:15 a.m. Networking Break

### 11:15 a.m.-12:15 p.m. Expert Briefings

- Liquidity Options for the Family Business—Debt, Equity, ESOPs and More: David Guin and Clyde Tinnen, Withers Bergman LLP
- Learning Financial Literacy, Regardless of Age: Jeff Strese, Tolleson Wealth Management
- The Family Office as an Administrative Tool for the Family: Rhona Vogel and Shannon Zur, Vogel Consulting
- Financial Readiness for Women: Diane K. Doolin, Morgan Stanley
- Driving Development and Business Results: Action Learning for the NextGen: Nancy Drozdow and Debbie Bing, CFAR
- Sustaining Wealth and Preserving the Family: Michael Cole, Ascent Private Capital Management

- Thinking About What's Next: Coping with Ownership Transitions and Business Life Cycle Changes: Janice DiPietro, Exceptional Leaders International
- Creating a Legacy—Turning Your Family Values into an Operating System: Sue Bingham and Jenna Bingham Grizzard, HPWP Consulting

### 12:15-12:30 Networking Break

### 12:30-1:45 p.m. Lunch and Keynote Interview

Todd Simon, Senior Vice President, Omaha Steaks International Inc.

*Interviewed by: Jeff Strese, Chief Talent and Learning Officer, Tolleson Wealth Management*

### 1:45-2 p.m. Networking Break

### 2-2:45 p.m. Fam Tank

What's harder than getting family business elders to listen to new business ideas from the next generation? Fam Tank is here to help! Fam Tank is a family business *Shark Tank*-style panel competition to foster entrepreneurship in the family business arena. NextGen family business members will present a new business venture, product or idea to a panel of successful NextGen family entrepreneurs. Conference attendees will have a chance to comment.

*Judges: Elizabeth Rees, Founder, Chasing Paper; Betsy Johnson, Founder, SwimZip (Backed on Shark Tank); Yanne Root, Founder, Violent Little Machine Shop*  
*Session Leader: Damien Dwin, Co-Founder and Co-CEO, Brightwood Capital*

### 2:45-3:45 p.m. Leveraging the Strengths of the NextGen

Developing human capital is wise on the part of any multigenerational business. This session will examine the pitfalls and prizes of developing and onboarding the NextGen, leveraging the strengths of the millennial generation and building the family's human capital through effective intergenerational communication and mentoring.

*Speaker: William "Stacey" Cowles, President, Cowles Company; Alexandra Burton, Foundation and Event*

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*Planning Committee Member, Leupold & Stevens; Jacob Gorman, Family Assembly Member, Power Construction*  
*Moderator: Nancy Amick, Senior Director of Family Dynamics and Education, Abbot Downing*

## 3:45-4 p.m. Networking Break

## 4-5 p.m. Intensive Workshops (select one)

- Forming and Operating an Owner's Council. Led by Doug Baumel, Continuity FBC
- Developing and Updating a Succession Plan. Led by Kent Rhodes, Ed.D., The Family Business Consulting Group
- Should Your Family Have a Family Office? Led by Charlie Carr, PwC
- Leveraging the Family History. Led by Julian Saltman, Wells Fargo, and Nancy Amick, Abbot Downing

## 6:30-9 p.m. Family Dinner

At Coasterra, with a brief talk by members of the owning multi-generational Cohn family. Bus transportation will be provided.

*Introduced by: Bryant Seaman III, Managing Director, Bessemer Trust's Private Asset Advisory Group*

## Friday, November 3

### 7:30-8:30 a.m. Breakfast

### 8:35-9:35 a.m. Expert Briefings

Repeats sessions from Thursday.

### 9:35-10 a.m. Networking Break

## 10-11:15 a.m. Keeping Family and Business Goals in Sync

What happens if the goals of the business conflict with the goals of the family? An example might be a desire for business investment and growth versus differing appetites for risk within the family. This session will feature families who create separate family and business goals, and examine how they make sure both are in sync. There will also be a discussion of family organizational charts (versus business org charts), and how to use these to ensure that the family's goals are clear.

*Speakers: Austin Herschend, Family Council Chair, Herschend Family Entertainment; Laura Gicela, Family Employee Engagement Liaison, ElKay Manufacturing Company; Steve Lytle, Board member, The Agnew Company*  
*Moderator: Bryant Seaman III, Managing Director, Bessemer Trust's Private Asset Advisory Group*

## 11:15 a.m.-12 noon Keynote Address

William J. (Bill) Kellogg, President, La Jolla Beach and Tennis Club

*Interviewed by: Damien Dwin, Co-Founder and Co-CEO, Brightwood Capital*

## 12 noon-1:15 p.m. Lunch

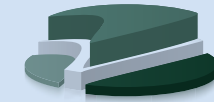
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