The new conference from *Family Business* Magazine and Stetson University’s Family Enterprise Center

**TRANSITIONS:**

**THE CHANGING ENVIRONMENT FOR FAMILY COMPANIES**

In addition to death and taxes, family businesses can be certain that change—sometimes gentle, sometimes turbulent—will be an ever-present fact of life in the years to come.

Family companies have been changing at a pace never experienced before, from the impact of Gen Y’s unique outlook on succession, to the potential economic, political and technological threats and opportunities faced at the beginning of the second decade of the 21st century.

Experts and families assembled by Stetson University’s Family Enterprise Center and *Family Business* Magazine will examine how the shifting global, domestic and generational environment will affect family company transition plans and strategic growth.

This conference will serve as a call to action for the leadership—and next generation—of family businesses to take a proactive stance in understanding this changing environment and instituting measures to help the family and its enterprise to survive and prosper.

**April 15-16, 2010  The Celebration Hotel • Celebration, Florida**

**WHY YOU SHOULD ATTEND**
- High quality and timely content from *Family Business* Magazine and Stetson University’s Family Enterprise Center
- Attendance strictly limited to 90 family business owners, shareholders, members, leaders and the next generation—to maximize discussion and networking opportunities
- Counts toward Stetson Certification in Family Business Management
- Unique content—hear from young Generation Y members of family businesses. Do they plan to join the family business? Why or why not?
- Family business leaders provide keynote addresses and discussions, along with recognized experts and advisers
- Early bird discount—register early for best rates
- Group discounts—bring your family members, especially your next-generation leaders, and share your learning and experiences together

**FEATURED FAMILY SPEAKERS**

- **Ross J. Born**
  Co-CEO, Just Born, Inc.
- **Howdy S. Holmes**
  President and CEO, Chelsea Milling
- **Richard Gonzmart**
  President, Columbia Restaurant Group
- **Robert D. Finfrock**
  President, Finfrock Design-Manufacture-Construct

Your Hosts

Barbara Spector, who grew up in a family business, has served on the editorial staff of Family Business Magazine since 2000 and has been the magazine's editor-in-chief since 2004. Previously, she was the managing editor of Jewelers' Circular Keystone, a trade magazine for the jewelry industry, which is primarily composed of family businesses.

Caro Rock is the publisher of Family Business Magazine, which is itself owned by a family company with interests in media and information technology. She was the founder of Main Line Life, a weekly newspaper covering the western suburban communities of Philadelphia. She grew up in a family business that manufactured and sold flour under the labels Ceresota and Heckers Flour. The Uhlmann Company, formerly Standard Milling Company, also produced Wheatena and Maypo hot cereals. Today, her father and brother are involved in the family enterprise, which has ventured into additional related businesses.

Greg McCann is the founder of Stetson University's Family Enterprise Center; a consultant, author and speaker; and professor of business at Stetson. He has more than 15 years' experience working with family businesses as a family business consultant, an employee in his family's businesses and a university professor. His particular focus is on the upcoming generation and how to help them build a successful family and business. He is a member of the board of directors of the Family Firm Institute and the author of the book When Your Parents Sign the Paychecks.

Peter Begalla is a family business owner as well as adjunct professor and interim director of Stetson University's Family Enterprise Center. He combines years of counseling experience with more than eight years of business development and marketing experience in online education. As a consultant, he has worked with such companies as Butterball Farms, Flight-1 and Cascade Engineering.

Register Today for Best Rates

Early bird (register by March 1, 2010)

First attendee from your family company: $1,295
Each additional attendee from your family company: $795

Full price (register after March 1, 2010)

First attendee from your family company: $1,495
Each additional attendee from your family company: $995

Registration price includes all conference materials, as well as breakfast, lunch and dinner on April 15, breakfast and lunch on April 16, a welcome reception on April 14 and refreshment breaks.

To register, visit www.stetson.edu/fbtransitions

Or contact:
Wendy Lowe
Program Coordinator, EMBA
800 Celebration Ave., Suite 104
Celebration, FL 34747
EMAIL wlowe@stetson.edu

About This Conference

The first in a new series of small, targeted conferences co-sponsored by Stetson University Family Enterprise Center and Family Business Magazine, "Transitions: The Changing Environment for Family Companies" will take an intimate and expert look at the issues facing family businesses. Set in an academic atmosphere of intense review and evaluation, “Transitions” will prepare family business leaders at every level for the changes that the years ahead will bring.

Who Should Attend

Attendance at this conference is strictly limited to 90 family business owners, shareholders and family members. The conference will be ideal for senior family business leadership to attend with their next generation of leaders and shareholders. It is designed to facilitate conversation on important family issues among generations.

Counts Toward Certification

This conference will earn credit toward a Stetson Certification in Family Business Management.

About Celebration, Florida

Celebration—an award-winning community originally developed by the Walt Disney Company—is also the location of Stetson University’s Celebration Campus. Celebration is 30 minutes from downtown Orlando, and 20 minutes from Orlando International Airport.

About the Celebration Hotel

Nestled by the side of a lake, Celebration Hotel offers a charming blend of Old Florida elegance and contemporary luxury. This upscale AAA Four-Diamond hotel is located in the heart of Celebration. We have arranged a special conference hotel room rate of $139 plus taxes. Call 888-499-3800 and mention the Stetson University/Family Business Magazine conference to receive this special rate.

http://www.familybusinessmagazine.com/transitions
Columbia Restaurant in Tampa’s Historic Ybor
Hernandez, Sr., the founder of the original
Richard is the great-grandson of Casimiro
and is the oldest restaurant in Florida, and
Columbia Restaurant was founded in 1905
Cha Coconuts, a tropical bar and grill. The
Restaurants, one Columbia Café, and two Cha
Group, which includes six Columbia
Restaurants, one Columbia Café, and two Cha
Cha Coconuts, a tropical bar and grill. The
Restaurants, one Columbia Café, and two Cha

Howdy S. Holmes
President and CEO, Chelsea Milling
Keynote
After successfully competing in the world of motor sports for 20 years, Howdy returned to the family business in November of 1987. As a racecar driver, Howdy won championships and was “Rookie of the Year” at the Indy 500 in 1979. He competed in six Indy 500 events. When he retired in 1988, he held the best average finishing record of anyone who started more than four events.

Upon returning to “JIFFY” in 1987, he led a transformation of the then 100-year-old family business. With the help of others, a professionally managed strategic vision was successfully introduced.

“JIFFY” is the market-share leader in retail prepared baking mixes. Chelsea Milling is a privately held, family-owned business.

Richard Gonzmart
President, Columbia Restaurant Group
Dinner Keynote
Richard is the fourth-generation president of the world-famous Columbia Restaurant Group, which includes six Columbia Restaurants, one Columbia Café, and two Cha Cha Coconuts, a tropical bar and grill. The Columbia Restaurant was founded in 1905 and is the oldest restaurant in Florida, and the largest Spanish restaurant in the world. Richard is the great-grandson of Casimiro Hernandez, Sr., the founder of the original Columbia Restaurant in Tampa’s Historic Ybor City. The Columbia Group was named the MassMutual National Family Business of the Year for 2001-2002.

Robert D. Finfrock
Owner/President, Finfrock Design-Manufacture-Construct
Finfrock’s company is a design-builder of commercial buildings utilizing precast/ prestressed concrete structures. By totally integrating architecture, engineering, general contracting and precast concrete manufacturing within one firm, he has created a company that is unique in the construction industry and is dominating his chosen markets. Robert has transformed his engineered products business to a level where profits exceed prior sales levels and growth continues at double-digit rates. The principles for this transformation are the basis for Beyond Price, a competitive strategy business he co-authored.

Dirk Jungé is chairman and chief executive officer of Pitcairn, a recognized global leader in the specialized multi-family office marketplace. He has been an innovator and leader in the family office for over 30 years. A fourth-generation member of the Pitcairn family, he has served in numerous capacities, including investments, marketing and client services. He was instrumental in re-establishing the firm as a multi-family office offering in 1987, and in 2008 led Pitcairn’s pioneering transition to a 100% open architecture investment platform.

Dirk is a consultant, author and frequent speaker at conferences and seminars on issues related to the financial services industry, family office, family governance and succession planning. Widely recognized for his involvement in social and community affairs, he sits on a variety of philanthropic and corporate boards. He is also a member of the Family Firm Institute and a recipient of the FFI Barbara Hollander Award, recognizing his commitment and dedication to education and learning in the field of family business. He received a BS in Economics and Finance from Lehigh University and holds the designation of Chartered Financial Analyst.

Anna Nichols is the director of research for the Family Office Exchange (FOX), where she is responsible for the management and execution of larger market research studies as well as overseeing the Thought Leaders Roundtable initiative. Anna is a frequent speaker and facilitator at both internal FOX events as well as external industry forums.

Anna came to Chicago as a consultant for the real property probate and trust section of the American Bar Association. She received a bachelor’s degree from Guilford College and an MBA from Fordham University.

Z. Christopher Mercer is founder and chief executive officer of Mercer Capital, a business valuation and investment banking firm. He has prepared, overseen or contributed to thousands of valuations for purposes related to M&A, litigation and taxation, among others.


Nancy Shavel Gabel is an expert on intergenerational wealth planning, and has spent her career working with families as a lawyer and estate planning specialist. She most recently developed a new web-based financial education series to address gaps in Generation Y financial literacy levels. She spent 23 years with U.S. Trust, N.A., most recently as managing director and head of intergenerational wealth planning. She is a frequent speaker on family issues, focusing on wealth education and financial responsibility. She earned her J.D. from the New England School of Law.

http://www.familybusinessmagazine.com/transitions
Wednesday April 14, 2010
Registration Desk Open: 3 PM - 6 PM
Welcome reception: 6 PM - 7:30 PM

Thursday, April 15, 2010
8:00 - 9:00 AM Registration and Continental Breakfast
9:00 - 9:15 AM Welcome and opening comments. Overview of conference agenda.

SPEAKERS: Caro Rock, Barbara Spector, Greg McCann, Peter Begalla
9:15 - 10:00 AM Opening Keynote

Transitions: From Ownership to Leadership, From Leadership to the Next Generation
SPEAKER: Ross Born, Co-CEO, Just Born Candy Company
10:00 - 10:15 AM Networking Coffee Break

10:15 - 11:15 AM The Changing Face of Family Business Leadership
SPEAKERS: Greg McCann, Nancy Shavel Gabel, Ali Aldrich (Stetson University Senior), Chris Marlow (Stetson University Freshman)
This unique session will bring together experts and Generation Y family members to discuss the changing dynamics of family business leadership and how to prepare for and navigate them successfully. Key themes will include:
1. The importance of a proactive approach to managing change and transitions.
2. Managing across the generations and life stages in the family business.
3. How to involve Gen Y as a strategic advantage for your family business
5. What are the transferable skills, credentials, and experiences needed to succeed in the new world (post The Great Recession).

11:15 AM - 12:15 PM PANEL DISCUSSION
The Political Climate for Family Companies
This session will deal with the domestic and global political climate today and looking 5 years out into the future. It will provide a risk/reward profile with implications for the family business. Legislation being enacted or under consideration will be discussed. Attendees will be stimulated to think about how the changing political climate, expected regulatory changes and other government action can impact the business both positively and negatively and action that they can take to navigate them.

12:15 - 1:00 PM Luncheon
1:00 - 1:45 PM Keynote Address

Don’t Make Business Decisions with Your Heart or Family Decisions with Your Head
SPEAKER: Howdy S. Holmes, President and CEO, Chelsea Milling
Howdy Holmes, President and CEO of Chelsea Milling Company, manufacturers of “JIFFY” mixes, will discuss the importance of separating your thoughts and your feelings when making family business decisions. This candid discussion will track the drama and the dynamics n Holmes’ 120-year-old family business as he directed a transition from a sole proprietorship to a professionally run organization.

1:45 - 3:00 PM PANEL DISCUSSION
Economy Next: The Domestic and Global Economic Outlook for Family Companies
MODERATOR: Richard A. Morris, ROI Consulting
Today’s economic model has new rules, and family businesses that adopt them are doing well, while those that stay with the traditional rules may be struggling now, or will be in the near future. This workshop will present case studies, and research that explores the new economic realities and will map out the new economic model that has been changing our world.
- The New Economy vs. the Old Economy — What is truly different and what hasn’t changed?
- Technology, media and communication capabilities
- The price of capital, labor, energy, and the green movement
- The International Effect
- Public company consolidation, bankruptcy or break-up
- Life expectancy, population trends, health care
- How Generation Next looks at their productive 80- to 100-year lifespan.
- Identification of the family business cycle — what is it, and how do you identify a company’s position in the cycle?
- Identifying the Enterprise-Value of the company (financial, human, and intellectual capital). What will the Economy Next and Generation Next value?

3:00 - 3:15 PM Networking Coffee Break
3:15 - 4:30 PM PANEL DISCUSSION
Rebuilding the Economic Value of Your Business
SPEAKER: Chris Mercer, Mercer Capital
This session will deal with how to recover the lost economic value of the business and to rebuild to a position of strength and growth. It will present a detailed discussion of the drivers of economic value and how to manage them up. The session will also touch on business exit strategies to facilitate a full or partial liquidity event both inside and outside of the family.

4:30 - 5:45 PM Your Children and Your Wealth: The Most Important Transition
SPEAKER: Richard A. Morris, ROI Consulting
Creating the right environment for children to grow up to be happy and thriving is key to the success of the family business. Richard A. Morris, co-author of Kids, Wealth, and Consequences: Ensuring a Responsible Financial Future for the Next Generation, will share his research and tools focusing on bringing up kids successfully in a high-net-worth environment.
- How can we transfer our values and the value of the business to our children successfully?
- How can we transfer our values and the value of the business to our children successfully?

6:30 - 9:30 PM Cocktails and dinner
The Columbia Restaurant, Celebration, FL
PRE-DINNER SPEAKER: Richard Gonzmart, president and fourth generation family member, The Columbia Restaurant
100 Years of the Columbia Restaurant: The Ten Secrets of Our Success

Friday, April 16, 2010
8:00 - 8:30 AM Continental Breakfast
8:30 - 9:30 AM PANEL DISCUSSION
Identifying and Managing Risk
MODERATOR: Anna Nichols, Director of Research, Family Office Exchange
Family Office Exchange developed a list of 210 risks that threaten wealthy families. These risks range from business control, to fiduciary exposure, personal security and privacy, to ownership responsibilities. This session will deal with developing strategies to manage foreseeable risks and more effectively manage unforeseeable risks. It will be suggested that family business leaders and their advisors take a 100-year multigenerational view of the family. The shared goal is to create a family legacy and to enhance the human, intellectual, financial and social capital of the family. The session will also address the process of identifying, qualifying and nurturing trusted advisors and putting checks and balances in place to audit activity and to manage risk.

9:30 - 10:45 AM PANEL DISCUSSION
The Financial Aspects of Handing Over the Business to the Next Generation
SPEAKER: Dirk Jungé, Pitcairn
A nuts-and-bolts session on how to hand over the reins to the next generation, dealing with financial and emotional issues.

10:45 - 11:00 AM Networking Coffee Break
11:15 AM -12:15 PM Beyond Price: Making Your Family Business Big Enough to Sustain the Next Generation
SPEAKER: Bob Finfrock, Finfrock Design-Manufacture-Construct
A case study on how a family firm changed its business model in the face of ruthless price competition, and developed a thriving business able to support and sustain the coming third generation of family owners/leaders.

12:15 - 1:45 PM Luncheon and Closing Speaker
1:45 PM Conference Adjourns

http://www.familybusinessmagazine.com/transitions
REGISTRATION FORM

You may also register online at: www.stetson.edu/fbtransitions

☐ I certify that I am a member, owner, senior executive or shareholder of a family-owned business.

☐ Tuition $1,495 x 1 = $1,495 ($1,295 if received before March 1, 2010)

☐ Tuition per additional family company member $995 x ______________ = $ ______________

($795 per additional family company member if received before March 1, 2010)

☐ Enclosed is my check (payable to Family Business Magazine) for $____________

☐ Please charge $____________ to my: ☐ Mastercard ☐ Visa ☐ American Express

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NAMES/TITLES OF ADDITIONAL ATTENDEES:

________________________________________

________________________________________

________________________________________

Please Note: Attendance at this conference is limited. If you wish to bring senior advisers to your business, we will make every effort to accommodate your request.

Please fax your registration form to Wendy Lowe at (321) 939-7606, or mail to:

Wendy Lowe
Program Coordinator, EMBA
800 Celebration Ave., Suite 104
Celebration, FL 34747

Questions? Call Wendy at (321) 939-7603 or email her at wlowe@stetson.edu

Cancellation policy: All conference cancellations must be made in writing and sent to Wendy Lowe, Program Coordinator, EMBA, 800 Celebration Ave., Suite 104, Celebration, FL 34747; faxed to (321) 939-7606 or emailed to wlowe@stetson.edu. Registrants who cancel more than four weeks prior to the program date are entitled to a full refund of the registration fee; if canceled four weeks to less, but more than one week prior to the conference date, 50% of the conference registration fee will be refunded; 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.
About Family Business Magazine

For 21 years, *Family Business* Magazine has been the trusted resource for multi-generational family companies, providing readers with case studies, profiles, expert advice and thought leadership.

*Family Business*'s paid readership focuses on the sweet spot of family companies—those firms that have made more than one generational change, have revenues greater than $5 million and share a common passion: the desire to succeed and grow their businesses through the next generation of family participation.

About Stetson Family Enterprise Center

Stetson University's Family Enterprise Center (FEC) has been helping students, professionals, and family business owners since 1998. The FEC's programs are focused on three significant groups: members of the next generation of family businesses, the current generation of family business leaders, and the professional advisors who serve them.

Stetson University is the first university in the United States to offer an undergraduate degree in Business Administration with a major in Family Business and the second to offer Family Business as a minor. This undergraduate degree program focuses on members of the next generation—young adults whose families own businesses—and students who wish to pursue a career in which their clients will be family businesses—making those students professional advisors.

For more information, contact:

Wendy Lowe
Program Coordinator, EMBA
800 Celebration Ave., Suite 104
Celebration, FL 34747

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