



## **PRESS RELEASE**

**For Immediate Release**

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## **REGISTRATION NOW OPEN FOR 3<sup>rd</sup> ANNUAL GENERATIONS CONFERENCE**

*International Conference Designed By and For Family Businesses*

**Sacramento, CA** -- Family businesses are the lifeblood of California's economy, employing a significant portion of our workforce and contributing billions to our state's GDP. As such, they require specialized business acumen. The Capital Region Family Business Center (FBC) is pleased to announce that registration is now open for **Generations**, a dynamic two-day conference designed by and for California's family businesses. Sacramento's Convention Center will serve as the backdrop for this multi-generational event set for February 11 and 12, 2019.

At Generations, family businesses from around our region will gather for educational sessions and collaborative networking opportunities focused on the unique challenges facing family businesses. Now in its third year, the conference is set to be the largest family business-focused event in Northern California and will feature an impressive roster of local, national and



international keynote speakers and breakout facilitators who will share real life examples and best practices of highly successful family businesses.

“At Generations, family business leaders and the next generation will benefit from a lively schedule that includes real-life case studies and tried and true solutions that work within our business model,” commented Amber Holwell, vice president marketing at River City Bank, FBC member and Generations Committee chairperson. She added, “I know families are grateful to have an event of this caliber available so close to home.”

The conference is designed to facilitate conversation about every aspect of operating and transitioning a successful family business and is an ideal setting for family and non-family management teams as well as the next generation of family leadership. General sessions, meals, breaks and workshops are designed to promote networking and discussion.

“Our executive team has attended the Generations conference since its inception and it has become an event we plan for and look forward to every year. Between the diverse subjects covered in the breakout sessions, the incredible keynote speakers, and getting to mingle with fellow family businesses from all walks of life, Generations offers something for everybody that attends. I’m third generation, in my 30s and I find tremendous value by attending,” remarked Jillian Bender-Cormier, partner at Warren G. Bender Co.

Information on registration, family ticket packages and the conference schedule may be found on the [Generations](http://www.GenerationsConference.com) website at [www.GenerationsConference.com](http://www.GenerationsConference.com). Sponsorships that put businesses face-to-face with the leaders of California’s family businesses are also available by contacting Steve Bender at [sbender@wgbender.com](mailto:sbender@wgbender.com).

**Keynote Speakers:**

**Cindi Bigelow, *President & CEO* – [Bigelow Tea](#)**



**Lamberto Frescobaldi, President – [Frescobaldi Toscana](#)**

**Andy Unanue, Managing Partner - [AUA Private Equity Partners](#)**

**Stan Van Vleck, President of Van Vleck Ranch and Partner with Downey Brand - [Van Vleck Ranch](#)**

**Mark Friedman, President – [Fulcrum Properties](#)**

**Breakout Sessions:**

**I'm Not My Mom or Dad, But I Sure as Hell Can Lead! Generational Transitions – Warren G. Bender Co.**

**Talent Development Strategies for 21st Century Leaders – KCoe People**

**Are Two Heads Really Better Than One? Co-Leading A Family Business – DCA Partners and Clark Pacific**

**When Two Rights Make A Wrong: Balancing Ethics Between Business and Family – Silvers HR, LLC**

**Using the Exit Door: Managing Family Dynamics When a Family Member Wants to Leave or Sell – Wells Fargo Private Bank**

**Help, Hassle or Hindrance - The Board of Directors' Role In Family Businesses – National Association of Corporate Directors (NACD) - Capital Valley**

**Conflict: The "Frenemy" of Every Family-Owned Business – LeadershipOne**

**Trump Tax Law: An Opportunity That May Not Last – Genovese Burford & Brothers**

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*Established in 2007, the mission of Capital Region Family Business Center is to promote growth and prosperity for all family businesses in the greater Sacramento region. At the foundation of all programs are its core values: trust, affinity, education, collaboration and prosperity.*