



Generations

FAMILY BUSINESS CONFERENCE

CAPITAL REGION

January 19-20, 2022 | Sacramento, CA

Schedule

Wednesday, January 19, 2022

11:00 am	Registration		
12:00-12:30 12:30-1:30 pm	Lunch Served - Ballroom Keynote 1 – S. Martinelli & Company Gun Ruder, President & CEO Changing from a “Family Owned and Managed Business” to a “Family Owned Business”		
1:30 pm	Networking Break		
2:00 - 3:15pm Session	Breakout 1 <i>Level-Up Your Marketing – What You Need to Know to Successfully Market Your Family Business.</i> Mary Towne, Founder, CEO Elevate Public Relations & Marketing	Breakout 2 <i>How do you investigate and discipline Uncle Bob (or any other member of a family business for that matter)? A Case Study</i> Lizbeth West, Chair, Labor and Employment Group, Weintraub Tobin	Breakout 3 <i>Sophisticated Family Investments - Why, How and When to Incorporate Private Investments Into Your Family Investment Portfolio</i> Steve Mills, Partner DCA Capital Partners
3:15 pm	Networking Break		
3:45 - 4:45 pm	Keynote 2 - Vermeer Corporation Mary Andringa, Chair of the Board, Vermeer Corporation Guidance on Family Transitions		
4:45 pm	In room Networking Break - Ballroom		
5:00 - 6:00 pm	Keynote 3 - TBD		
6:00 - 7:00 pm	Reception		



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Thursday, January 20, 2022

7:30 - 8:00am	Breakfast - Ballroom		
8:00 - 9:00am	Keynote 4 - SubSea Systems, Inc. Jim Mayfield, President & CEO Hannah de Bie, VP Marketing & Communications Kyle Mayfield, VP Production Keenan Mayfield, Director of Sea TREK Operations Using Innovation to Sustain a Family Business		
9:00 - 9:20am	FBC Information		
9:20 am	Break		
9:45 - 11:00 am Session	Breakout 4 <i>Two Things Holding You Back a Road Map to Great Sales and Profits</i> Les Lent, Owner, Lent Enterprises, LLC	Breakout 5 <i>In It For the Long Haul: How Succession Readiness Keeps Family Businesses Strong</i> Robert Sher, Founding Principal, CEO to CEO, Inc.	Breakout 6 <i>When Family Friction Catches Fire: Practical Advice for Avoiding Interfamily Litigation</i> Tammi Griswold, Vice President, Private Wealth Advisor, U.S. Bank
11:00 am	Networking Break		
11:15 am - 12:15 pm Session	Breakout 7 <i>Non-fiscal Retirement Planning - Are You Ready to Add "former" to Your Title?</i> Steve Fleming, CEO & President, River City Bank	Breakout 8 <i>Giving Back: Community Involvement Strategies from Philanthropy to Service</i> Kerry Wood, Chief Marketing & Donor Engagement Officer, Sacramento Region Community Foundation	Breakout 9 <i>How to Protect Your Family Business From Employment-Related Lawsuits</i> Robert Rediger, Lawyer, Rediger Labor Law LLP
12:15-1:00 pm	Lunch Served		
1:00 - 2:00pm	Keynote 5 - The Morning Star Company Todd Rufer and Doug Kirkpatrick Building A Successful Family Business Without Hierarchy		
2:00 - 2:15pm	Closing Comments		