

# What's Your Succession Plan?



## Our Agenda

### Succession Planning Summit Thursday, November 8th

**7:15am - 7:45am**

*Registration and Light Breakfast*

**7:45am**

*Welcome*

**8:00am - 9:00am**

*An Honest Look at Succession Planning*

**Panelists**

Join facilitator Nicole Smith, The Utech Group and panelists Mandi Hinrichs, FLASH; Jason Lasky, Sadoff Iron & Metal Company; and others, for An Honest Look at Succession Planning. This panel will look at their succession planning experiences and the opportunities inherent with each of the experiences.

**9:10am - 10:10am**

*Business Succession Planning --*

*Beginning with the End in Mind*

**Kevin Eismann**

During this seminar Kevin Eismann will explain how business succession planning allows business owners to achieve their personal and business goals.

Business Succession planning starts by identifying and understanding the business owners personal and business goals, or where they ultimately want to end. By beginning with the end in mind, comprehensive, tailored action plans can be defined. When these plan are executed, business owners achieve peace of mind, control their outcome, preserve their legacy, grow business value and ultimately transition from their business in the way they choose.

**10:20am - 11:20am**

*Defying the Odds: Key Factors that Determine Success and Longevity in Family Businesses*

**Shipra Seefeldt**

Family Business research estimates that less than a third of family businesses make it to the 2nd generation (and only 3% to the 4th generation). This presentation will cover some of the key determinants of success in family businesses that have survived through the generations.

**11:30am - 12:15pm**

*Creating a Legacy of Better*

**Christine Specht**

Cousins Subs president and CEO, Christine Specht, will share her lessons learned while turning a 46-year-old brand into a relevant icon throughout the Midwest and beyond.

**Lunch**

**1:00pm - 2:00pm Choose One**

*What Can go Wrong & How to Deal with the Unexpected*

**Steve Sorenson**

Succession planning and family business governance have several well-worn paths that are discussed in Business School or in the multitude of publications on the topic but being prepared for the unexpected and the unplanned is often as important as building a good design. Sorenson will discuss real life scenarios and the flexibility needs to cope with the unexpected. How does one handle illness, military reserve call up, unexpected divorce or separation, market collapse, partition actions and the other trials and tribulations of executing the "Perfect Plan." Bring your own unique experiences and challenge our speakers to find the workable solution.

*Investment Alternatives for Cash Assets after the Sale of the Business*

**Gregory Pierce**

Description Coming

**2:15pm - 3:00pm**

*151 Years of Succession Planning Through 6 Generations of Family*

**Dick Leinenkugel**

Leinenkugel's Brewery president and fifth generation family member Dick Leinenkugel will review how his family handled management transitions over 151 years in the beer business and how he is working to bring on the sixth generation of family leadership with his strategic partner, MillerCoors.