A USC Marshall Family Business Program Exclusively for YPO Members and their Families

The Keys to Creating a Successful Multi-Generational Family Business

2-Day YPO Workshop
March 14 – 15, 2019 on the USC Campus in Los Angeles

Wednesday, March 13, 2019: Opening Reception and Mixer
Steve Lytle will be hosting a reception on Wednesday at the University Club, on campus. We will also arrange optional tours of the USC campus or USC’s Heritage Hall and Athletic Center, for those who are interested.

Thursday, March 14, 2019: Day 1 YPO Workshop

8:30 a.m. – 8:45 a.m.
Welcome and Introductions

8:45 a.m. – 9:00 a.m.
The USC Marshall Family Business Check-Up
The Family Business Check-Up is an assessment tool, developed by the USC Marshall Family Business Program, provides feedback on a family’s readiness to achieve multi-generational success. Participants will be invited to take the assessment in preparation for the workshop.

9:00 a.m. – 10:00 a.m.
Managing Your Hat Collection

Keys to Creating a Successful, Multi-Generational Family Business
There are six critical transitions that a successful, multi-generational family business must learn to navigate to create its legacy. This kick-off session lay the foundation for the workshop while exploring the dynamics of each of the following transitions: The Founder, Family, Business, Management & Governance of the family & business, Ownership and finally the Family’s Wealth & Legacy. You’ll also learn about the importance of understanding and managing your ‘hat collection’ from the book “Hats Off to You”.
Discussion leader: Lee Hausner, Ph.D.

10:15 a.m. – 11:30 a.m.
The “Business” of the Family
Most businesses have business plans...most families don’t. We will lay out a framework for the “business” of your family: The Family Employment Policy Manual, the Family Constitution and the Family Strategic Plan.
Discussion leader: Ken Ude

11:30 a.m. – 1:00 p.m.
Lunch: This will be a time to network and get to know others of your generation
1:00 p.m. – 2:00 p.m.  
**Wealth in the Family Business: Avoiding the Wealth Evaporation Trap**  
*There can be a big gap between creating business wealth and realizing that wealth at the family level. The impact is significant on investment returns, liquidity, risk, and family dynamics. Learn how innovative financial and operational strategies to run your family business with a discipline on realizing shareholder value.*  
Discussion leader: George Isaac

2:15 p.m. – 3:30 p.m.  
**Effective Communications, Resolving Conflicts & Crucial Conversations**  
*You will get an understanding on how your personal 'filters' and 'headsets' impacts how you communicate. In addition, we will practice the power of reflective listening skills and using “I” statements in communicating and resolving conflicts.*  
Discussion leader: Lee Hausner, Ph.D. and David Bacci, USC associate professor

5:00 p.m.  
**Reception and Dinner University Club**  
*Noam Wasserman will join us and share some insights from his research on why entrepreneurial venture fail. Noam is the author of 'The Founder’s Dilemma'. He is currently a Professor of Clinical Entrepreneurship at the University of Southern California and the director of USC's Founders Central Initiative.*

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**Friday, March 15, 2019: Day 2 of the Workshop**

8:30 a.m. – 9:45 a.m.  
**Creating Value in Your Business and Reducing Your Overall Operating Risk**  
*What would a buyer look for in your business? If the phone rang, would you be ready, and would you get the maximum value for your business? This panel will discuss how to create long-term sustainable value in your business, increase your multiple and in doing so reduce the overall operating risk of the business. Even if selling is not on your radar screen, creating maximum value should be!*  
Discussion leaders: Lars Ekstrom, George Isaac and Ken Ude

10:00 a.m. – 11:15 a.m.  
**Planning for Your Generational Succession, Taking a Few Chips off the Table, or For a Sale**  
*This session examines how to get the founder ready, the business prepared, and the family equipped for what comes next. Many of the steps are identical for building a business for a long-term hold. We’ll also address if it makes sense to sell a great running business ... or should you hold it for the long term.*  
- Considerations in deciding to sell, or not to sell and hold onto the business  
- Key steps for a successful succession  
  - Getting the founder ready  
  - Getting the business ready from a market place perspective  
  - Getting the family ready  

Discussion leaders: Lars Ekstrom, George Isaac, and Tim Lappen
Perpetuating Multi-Generational Family Wealth

Perpetuating wealth for future generations requires more attention than just effective estate and tax planning. It requires an astute understanding of the ‘headwinds’ that face families and investors today.

Discussion Leaders: George Isaac, Tim Lappen & Greg Kushner

12:30 p.m. Lunch Keynote Speaker – to be announced

1:30pm – 3:00pm

Creating Your Legacy Family

Successful families understand their 4 capital accounts, tackle the tough questions around education, keeping the next generation productive and understand the roles of philanthropy, family offices and family banks. Learn what successful families enjoy and celebrate ... and you’ll learn about the importance of making more chickens!

Discussion leader: Lee Hausner, PhD.

Who May Attend: This event was designed exclusively for YPO members and their families. Up to five (5) Family Enterprise adult stakeholders (age 21+ family members, enterprise executives or board members) may attend with one YPO member.

Tuition:

- $1,500 for 1 YPO member
- $2,500 for 2 attendees – 1 YPO & 1 guest
- $3,500 for 3 attendees – 1 YPO & 2 guests
- $4,000 for “family” registration (4 to 6 attendees)

Accommodations: Hotel accommodations are not included. We recommend that you reserve hotel rooms well in advance and that you stay in or around, the USC campus or in downtown Los Angeles. The Los Angeles Radisson is across the street from USC Marshall School of Business.

Meals: A reception will be hosted by Steve Lytle on Wednesday at the University Club, on campus. We will also arrange optional tours of the USC campus or USC’s Heritage Hall and Athletic Center. A continental breakfast and lunches will be provided both Thursday and Friday. Dinner will be included on Thursday.

REGISTER AT: https://www.regonline.com/March-YPO

For any special needs or requests please contact at Ken Ude, Director of the USC Marshall Family Business Program at Ken.Ude@marshall.usc.edu or 323.365.3787

*Disclaimer and Limitations of YPO: YPO does not create or develop information, materials, or event offerings shared in this message. YPO only passively displays such information. YPO does not provide analysis of the information, the suitability or safety of any events, or the reputation or acumen of members involved. The information, materials, and event offerings are entirely member led and controlled. Careful diligence is highly advised.*
# The Keys to Creating a Successful Multi-Generational Family Business

## 2-Day YPO Workshop

**March 14 – 15, 2019 on the USC Campus in Los Angeles**

### EVENT SPEAKERS AND DISCUSSION LEADERS

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<tr>
<td>Lee Hausner, PhD</td>
<td>is the senior advisor to the USC Marshall Family Business Program and an internationally recognized clinical psychologist and business consultant. She is a recognized global expert on family dynamics and issues that challenge the success of family businesses. Dr. Hausner is a regular speaker on family business issues and has authored several books including <em>Hats Off To You ~ 2</em> and the seminal work regarding wealth and the family, <em>Children of Paradise...Successful Parenting for Prosperous Families.</em></td>
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<td>George Isaac</td>
<td>has a rare understanding of all aspects of starting and maintaining a family business, from the technical to the behavioral. His experiences as a Deloitte management consulting partner, family business CEO/corporate board member, and private equity investor provides him with the unique perspectives of an operating executive, management consultant and investor to deliver pragmatic, strategic and implementable counsel. Mr. Isaac is a regular speaker at national and international family enterprise conferences and has published numerous articles on family enterprise issues.</td>
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<td>Tim Lappen</td>
<td>is Partner, Founder &amp; Chairman of the Family Office Group of the law firm of Jeffer Mangels Butler &amp; Mitchell LLP. Tim’s practice emphasizes representing clients as their outside general counsel in virtually any legal matter of importance to them. Tim’s work involves myriad family office matters, business, general residential and commercial real estate, entertainment, hospitality, intellectual property, tax, labor, litigation, land use, and more. He also represents entertainers, athletes, and others with regard to a variety of projects, including estate planning, pre- and post-nuptial agreements, philanthropic, and general business advice.</td>
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<td>Greg Kushner (USC Class of ’78)</td>
<td>is Senior Managing Director and Chairman and Founder of the national wealth management firm Lido Advisors, LLC. Greg initially was a CPA before moving into the family office / investment business. In addition to leading the Firm, Greg oversees all investments and strategy for ultra-high-net-worth investors and family offices providing objective and personal financial solutions and multi-generational planning. Greg is also the Founder of a related company, Lido Consulting that since 1995 has been conducting high-level invitation-only events for the national family office community. With his many years in the family office and high-net-worth industry, he regularly speaks on issues relating to the management of substantial wealth. He also volunteers his time as Director and Chief Financial Officer of a private family foundation that provides funding to veteran causes throughout the United States.</td>
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<td>Ken Ude</td>
<td>is Director of the USC Marshall Family Business Program and Managing Director of The Board Group. Ken has served as President / CEO of six different private equity-backed companies in various industries. What they had in common was the need to create stability in the organization, grow the top line and trim expenses to drive profitability. He also serves on the Boards of several family-owned businesses. Ken earned his MBA and a Master of Public Relations from the University of Southern California.</td>
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