



Family and Closely Held Business Forum

November 4th & 5th, 2010

“CEN Best Practices for Running
Closely-Held Firms or Family
Businesses”



Orlando, Florida

THURSDAY, NOVEMBER 4TH

8:00-9:30 a.m.

“Eight Emerging Trends for Family and Closely-Held Businesses and How to Take Advantage of Them”

Frank Hoy, Professor Hoy is an internationally renowned speaker and author of numerous publications, including: “Entrepreneurship and the Family Firm”. He is the Director, Collaborative for Entrepreneurship and Innovation at WPI, and an **expert in running closely-held and family businesses**.

10:00-12:00 p.m. Best Practice Discussion Groups

Participants will **participate in facilitated discussion groups according to firm ownership characteristics**. Example of groupings include: CEO of Family Firms, Majority Owners of Closely-Held firms, etc. The goal of these discussions is to come away with **significant insights** which may be applied to how each firm may be better run in view of the emerging trends in Dr. Hoy’s presentation.

12:00-1:00 p.m. Networking Lunch

1:15-5:30 p.m. Best Practice Discussion Groups – Continued

Discussion Groups will continue in CEN Ex-Officio Board setting where members bring their issues to the table.

6:00-8:00 p.m. Networking Reception & Dinner

7:00-8:00 p.m. Dinner

FRIDAY, NOVEMBER 5TH

7:15-8:00 a.m. Informal Networking Breakfast

8:00-11:00 a.m. Facilitated Affinity Sessions

Participants break out into two - 75 minute facilitated discussion sessions according to topics of most interest to them.

11:00 a.m. Forum Adjournment

FAMILY OWNED BUSINESSES

(REPRESENTATIVE ISSUES)

- When to Utilize an **Outside Board vs. an Advisory Board?** Role of Family Councils?
- What Makes a **Good Buy/Sell Agreement?** Estate Planning Valuation Issues.
- **Compensation** for Ownership Risk/Compensation for Chairman Role/Compensation for CEO.
- How to **Handle Conflicting Objectives** Between Active and Non-active Family Ownership.
- How to **Choose and Groom the Next Generation Leader** / Rules of Entry of the Next Generation.
- **When, Why** and **How to Sell** the Family Business? Do We Take it Public?



CLOSELY-HELD BUSINESSES

(REPRESENTATIVE ISSUES)

- **Compensation** for Ownership Risk/Compensation for Chairman Role/CEO Role?
- **Organization** of Boards or Advisory Councils (when a controlling interest).
- Dealing with **Minority Ownership Issues**.
- **Succession Planning** Best Practices.
- **Recruitment/Release** of CEO or President.
- When Should the Business be **Sold or to Go Public?**