



>>MAY 16 - 17, 2014

**Friday, May 16, 2014**

**UCLA Faculty Center**

[Directions](#)

Go to the parking and information kiosk and ask for parking directions and tell them the event name and password.

Park in Lot 2

event name: Family Business Seminar

password: Jay Steinbeck

**UCLA Faculty Center - Sierra Room**

**8:30 - 9:15 AM Breakfast | Welcome and Introduction**

**UCLA Faculty Center - Hacienda Room**

**9:15 - 10:15 AM Overview | Issues and Dynamics of Family and Closely Held Businesses**

What are some of the common issues faced by family and closely held businesses and how can you prepare for them? Understanding the financial, management and communication challenges that are common to family businesses will help your business grow and scale.

[Alfred E. Osborne, Jr.](#) | Senior Associate Dean and Professor, UCLA Anderson School of Management

**10:15 - 10:45 AM Break**

**10:45 - 12:30 PM Discussion | Engaging the Next Generation of Leadership**

Thousands of family and closely held businesses around the globe are preparing for a generational transition - often without a clear leader in place. Learn how you can successfully manage through this stage of the business life cycle.

[Larry King](#) | Speaker and Consultant

**UCLA Faculty Center - Sierra Room**

**12:30 - 1:30 PM Lunch and Speaker | Innovation**

[Nolan Bushnell](#) | Founder of Atari, Chuck E. Cheese, Brainrush and 20 other companies

**UCLA Faculty Center - Hacienda Room**

**1:30 - 3:15 PM Expert Panel | Important Conversations**

There are times when you need to have tough conversations about sensitive family and business issues. What is the best way to do so? Learn some effective communication strategies from this panel of advisors and business executives.

[Paul E. DeLauro](#) | Senior VP/Manager, Wealth Planner, City National Bank

[Renee Griffiths](#) | Principal, Mercer H&B Executive Benefits

[Tim Lappen](#) | Founder & Chairman, Family Office Group, Jeffer Mangels Butler & Mitchell LLP

Moderator: [Jeff Scheinrock](#) | Lecturer, UCLA Anderson School of Management and President & CFO at Originate

**3:15 - 3:45 PM Break**

**3:45 - 5:00 PM Case Study I Managing for Healthy Family and Employee Relationships**

Not every member of the family will join the family business, and those who do may play very different roles. This discussion will explore how one family handled these issues.

[Margaret Shih](#) | Professor, Management and Organizations, UCLA Anderson School of Management

**UCLA Faculty Center - Sierra Room**

**5:00 - 6:00 PM Wrap-up and Social Hour**

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**Saturday, May 17, 2014**

**UCLA Anderson**

[Directions](#)

Go to the parking and information kiosk and ask for parking directions and tell them the event name and password.

Park in Lot 4

event name: Family Business Seminar

password: Jay Steinbeck

**UCLA Anderson – B208**

**8:00 - 8:30 Breakfast**

**UCLA Anderson – A202**

**8:30 - 10:15 AM Case Study I Financial Goals for the Business and the Family**

Some family members want to use the family business to maximize their personal cash flow, while others realize the value of reinvesting for future value. What is the optimal approach for your family?

[Matt Ridenour](#) | Lecturer, UCLA Anderson School of Management and Operating Partner at The People Fund

**10:15 - 10:45 AM Break**

**10:45 - 12:30 PM Business Owner Panel I Improving Economic Performance**

There are many ways to improve the performance of your business. Some involve finance techniques, while others involve operations and human resources. From pricing to capital structure, productivity improvements to cost cutting measures, this panel will share their time-tested approaches to a better bottom line.

Moderator: [Alfred E. Osborne, Jr.](#) | Senior Associate Dean and Professor, UCLA Anderson School of Management

[Alex Galicia](#) | President/CEO, BPI Plumbing

[Bill Glockner](#) | President/CEO, Hirsch Pipe & Supply Co.

**UCLA Anderson – B208**

**12:30 - 1:30 PM Lunch and Speaker I Entrepreneurship**

[Jim McCarthy](#) | CEO and Co-Founder of Goldstar Events, Inc.

**UCLA Anderson – A202**

**1:30 - 3:15 PM Panel I Effective Corporate Governance**

This panel will share the goals and objectives of developing effective corporate governance strategies for family and closely held businesses. Learn how to build a board of advisors or directors, their roles and functions, and how they can improve the performance of your business.

[Carmen Bianchi](#) | Founder, Carmen Bianchi Family Business Associates

[Dr. JoAnne Norton](#) | Consultant, Family Business Consulting Group

[Adam Uttley](#) | Tax Partner, KPMG

**Moderator:** [Carla Hayn](#) | Senior Associate Dean for the Fully Employed MBA and Executive MBA Programs, Professor, UCLA Anderson School of Management

**3:15 - 3:45 PM**      **Break**

**3:45 - 5:00 PM**      **Next Steps I The Family Business Improvement Plan**

A well crafted strategy and goals, followed by an action plan are essential components to improving key areas of your business. Learn the basic framework to developing your own Family Business Improvement Plan with this step by step approach.

[George Abe](#) | Lecturer and Faculty Director, Strategic Management Research Program, UCLA Anderson School of Management

**UCLA Anderson – B208**

**5:00 - 5:30 PM**      **Conclusion I Closing Ceremony and Certificate Presentation**

**5:30 - 6:30 PM**      **Reception I Hors d'oeuvres**

Wireless access: The Wi-Fi ID is UCLA\_WEB and there is no password.

\* Please note that we have considered dietary restrictions so there will be no pork (but there will be turkey bacon, turkey sausage, and chicken gyoza).



# THE 2014 UCLA ANDERSON STEINBECK FAMILY BUSINESS SEMINAR

## >>ABOUT THE SPEAKERS



**George Abe**

George Abe is a lecturer and Faculty Director of the Strategic Management Research (SMR) Program at the UCLA Anderson School of Management. His teaching responsibilities include entrepreneurship, business plan development and field study program advisories. SMR is the field study program, required of all Executive MBA students.

He was Business Development Manager for the UCLA Office of Intellectual Property, which is responsible for patent protection and commercialization of UCLA research.

Previously, he was a venture partner with Palomar Ventures, a VC firm in Santa Monica, California. Before Palomar, he was with Cisco Systems in the office of the chief technical officer. Prior to that he was with Infonet Services Corporation (NYSE:IN, now BT) where he designed Infonet's IP data service and helped spinoff the company from its parent, Computer Sciences Corp (NYSE: CSC).

From 1998 until 2006, he was a member of the board of directors of Switchcore AB, a publicly traded fabless semiconductor designer in Sweden. He has also held board of director positions with various startup companies and not-for-profit organizations.

He is the author of Residential Broadband, which presents an analysis of high-speed residential networking, published by Cisco Press.

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**Carmen Bianchi**

Carmen Bianchi has been a Family Business Consultant since 1991. She is the founder of Carmen Bianchi Family Business Associates, a consulting firm serving the needs of closely-held and family businesses as well as those of the family office. Carmen founded the Entrepreneurial Management Center (EMC) Business Forum at San Diego State University (SDSU) and recently retired as Director in June 2012. Prior to her time as SDSU, she founded the Family Business Forum at her alma mater,

University of Texas at El Paso and was invited to consult and initiate the Entrepreneurship in Family Business Program at the University of Jyväskylä in Finland, and the Chinese University of Hong Kong. She teaches in the College of Business a class in Family Business Management at San Diego State University.

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### **Nolan Bushnell**

Nolan Bushnell is a technology pioneer, entrepreneur and scientist. Often cited as the father of the video game industry, he is best known as the founder of Atari Corporation and Chuck E. Cheese Pizza Time Theater. Bushnell was the first and only man to hire the late Steve Jobs and wrote the bestseller, *Finding the Next Steve Jobs*, published by Simon and Schuster in 2013. Mr. Bushnell is passionate about enhancing and improving the educational process by integrating the latest in brain science, and truly enjoys motivating and inspiring others with his views on entrepreneurship, culture, creativity, innovation and education.

Over the past four decades, Bushnell has been a prolific entrepreneur, founding numerous companies, including: Catalyst Technologies, the first technology incubator; Etak, the first car navigation system whose mapping is still the basis for car navigation systems today; Androbot, a personal robotics company; and ByVideo, the first online ordering system, which allowed customers to order and pay for product from kiosks. Additionally, he has consulted for numerous corporations, including IBM, Cisco Systems and US Digital Communications.

Currently, Mr. Bushnell is devoting his talents to fixing education. His beta software is teaching academic subjects at over 10 times the speed in classrooms with over 90% retention. He uses video game metrics to addict learners to academic subjects. His Anti Aging games project helps seniors to avoid many of the problems of mental aging through game exercises that maintain mental flexibility and problem solving. He was most recently featured in the *New Yorker* magazine for this effort.

Over the years, Bushnell has garnered many accolades and distinctions. He was named ASI 1997 Man of the Year, inducted into the Video Game Hall of Fame, inducted into the Consumer Electronics Association Hall of Fame and named one of *Newsweek's* "50 Men That Changed America." He is also highlighted as one of Silicon Valley's entrepreneurial icons in "The Revolutionaries" display at the renowned Tech Museum of Innovation in San Jose, California. In March of 2009, Bushnell was honored with the British Academy of Film and Television Arts Fellowship Award (BAFTA) the highest accolade the Academy bestows, for his outstanding creative contribution to the Video Games Industry. He was similarly honored with a LARA award from the German Academy of Entertainment. Currently a biopic about Bushnell, tentatively titled *Atari*, is in pre-production. The story was acquired by Leonardo DiCaprio's production company and is set to star DiCaprio as Mr. Bushnell.

Bushnell received his B.S. in Electrical Engineering from the University of Utah, where he is a Distinguished Fellow and also attended Stanford University Graduate School.



**Paul E. DeLauro, J.D., CTFA**

*Senior Vice President, Manager, Wealth Planner*

Paul E. DeLauro serves as Wealth Planning Manager for City National Bank. Paul provides comprehensive financial planning services to City National clients, including entrepreneurs, professionals, their businesses and their families.

Mr. DeLauro joined City National from US Trust/Bank of America Private Wealth Management, where he was a senior vice president and regional trust executive. With over 15 years of experience in wealth planning, Paul previously served as a vice president in the wealth planning department at First Hawaiian Bank during which time he authored Hawaii's asset protection trust act. Paul is an expert in multiple areas of wealth transfer and financial planning, trust administration, asset protection trust law,

and charitable tax planning.

Paul received his undergraduate degree from the University of Colorado, Boulder and his law degree from the University of Denver College of Law. In addition, Paul studied international affairs and economics at the University of London, Birbeck College and income tax law at the University of Denver Graduate Tax Program.

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**Renee Griffiths**

Renee has more than 20 years of experience in the life insurance industry. Her career started at Centerlink in 1992, where she consulted financial advisors on placing insurance for high net worth individuals and families. At Centerlink, she provided estate planning, business succession planning and risk mitigation strategies.

Marsh & McLennan Companies acquired Centerlink in 2004, and Renee continues to provide high net worth consulting services, in addition to managing expanded responsibilities. Her focus is building relationships by listening intently to clients and providing solutions that fit their specific needs.

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**Carla Hayn**

Dr. Carla Hayn is a professor in Accounting at UCLA Anderson School of Management and the senior associate dean of the Executive MBA and Fully Employed MBA Programs. She holds a Ph.D. in accounting and finance from the University of Michigan.

Professor Hayn's research is in the areas of financial reporting and disclosures, effect of accounting numbers on stock prices, the economic consequences of taxes and tax reporting, mergers and acquisitions, as well as the information content of accounting information such as line-of-business reporting, special items and tax disclosures. Dr. Hayn has published numerous articles in leading accounting and finance journals. She has served as a financial consultant and an expert witness in securities litigation cases, focusing on financial reporting and disclosure issues, corporate valuation

and risk assessment. Prior to her academic career, Dr. Hayn held the position of Chief Financial Analyst for the State of Florida Legislature and served as a commercial loan officer in a commercial bank.

Dr. Hayn teaches courses in financial accounting and financial statement analysis. She received a number of teaching awards, most recently the Outstanding Teaching Award in the UCLA-NUS Program in 2006. In the UCLA Executive Education series, Dr. Hayn is the co-coordinator (with Professor Al Osborne) of the Directors' Training and Certification Program. Prior to joining UCLA, she was a faculty member of the Merage School of Business at the University of California-Irvine and the Kellogg Graduate School of Management at Northwestern University, where she held the Coopers & Lybrand fellowship in Mergers & Acquisitions.

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**Larry King**

Lawrence King is a professional speaker and CEO advisor for over 30 years. He has been involved with Vistage, an organization founded in 1957, to help chief executives and business leaders make better decisions and achieve better results. Vistage has more than 17,000 members internationally. Larry has received Vistage's Speaker of the Year award in North America, Australia and Asia. He has given more than 1,200 seminars to CEOs on six continents. Larry is one of three speakers ever awarded the Vistage Millennium Award for Lifetime Achievement.

Prior to becoming a speaker, Larry was a Vistage Chair. During his tenure, he created two innovative programs, the Key Executive Group and Vistage on Campus. The KEY group provides a Vistage-like experience for the key members of the CEOs team. Vistage on Campus provides the Vistage experience for MBA students at UCLA Anderson who are committed to an entrepreneurial career. Because of his innovative efforts and thousands of members served successfully, Larry was awarded the Donald Cope award, the highest form of recognition in the Vistage Chair community. He is the only person in Vistage's history to receive both the Speaker of the Year and the Donald Cope award.

Prior to his tenure with Vistage, Larry was a behavioral scientist focused on applied research. He led a research team of 12 doctoral-level scientists in a National Institute of Health/UCLA School of Medicine program to innovate and disseminate treatment and management practices at 40 community health centers throughout the country.

Larry holds a Ph.D. in clinical-community psychology, an MBA in organizational behavior and an MFA in ethnographic or anthropological film. Larry is co-author of "Personal Effectiveness" and producer/writer of the films "Actualization through Assertion" and "A Guide to Personal Effectiveness Training."

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**Timothy Lappen**

Tim's practice, spanning almost 40 years, emphasizes representing closely-held and family-owned businesses (including family offices) as well as the owners and executives of those entities. Tim represents clients in a wide range of matters, such as virtually every need of high-net-worth individuals, their families and their businesses. His work involves myriad family office matters, general business, estate and succession planning, pre- and post-nuptial agreements, philanthropy, real estate, entertainment, hospitality, intellectual property, tax, labor, litigation, land use and more. Tim represents companies, business people, entertainers and athletes with regard to the entire spectrum of legal projects and provides guidance in business and even personal matters in which a lawyer may not typically be involved.



### **Jim McCarthy**

Jim McCarthy is the CEO of Goldstar, the world's biggest ticket booth making live entertainment a part of everyday life for millions of people. He focuses on business development through strategic marketing for Goldstar. Before launching Goldstar in February 2002, Jim was Vice President of Marketing for venture-backed Kiko, Inc., and previous to that developed highly successful sales products for GeoCities until its acquisition by Yahoo! in 1999. Jim has penned articles on e-commerce and niche marketing for such publications as Fast Company, Business Insider, E-Commerce Times, has been a featured lecturer at such conferences as InTix, Dansk Live, Drilling Down on Local. He has been an active participant at the annual TED conference since 2008. He is an organizer and the curator of TEDxBroadway, the annual event which brings together experts from a wide range of fields to create, share, and stimulate dialogue about making Broadway the best it can be. Jim also serves as Chief Editor for SellingOut.com. He is a graduate of the Anderson School of Business at UCLA and Harvard University.

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### **Dr. Joanne Frese Norton**

A member of the prestigious Family Business Consulting Group, JoAnne has been working with multi-generational family businesses for well over a decade, primarily in the areas of family governance and leadership training. She is the former Vice President of Shareholder Relations for a large family-owned media company, and she now works with family businesses of all sizes throughout the United States and Canada. Dr. Norton is also a speaker for Vistage International and T.E.C., which provide training to CEOs and executives, as well as for the Global Family Business Network of the Young Presidents' Organization.

In 2001 Dr. Norton created the Family Business Dynamics course at California State University, Fullerton and was an adjunct professor in the School of Business and Economics at CSUF for seven years. She continues to serve on the Advisory Board of the Cal State Fullerton Family Business Center. Dr. Norton has made presentations for the Inland Press Association's Family Owners Next Generation Leadership Conference, the New York Family Business Center, the University of North Carolina at Asheville's Family Business Forum, the Family Business Network in Cannes, France, and the Graduate School of Banking, just to name a few. Dr. Norton earned a doctorate in Organizational Leadership from Pepperdine University, and she trained at the Georgetown Family Center in the Postgraduate Program in Bowen Family Systems Theory. JoAnne grew up in a successful second-generation family business in the Midwest where she learned the complexities of maintaining harmonious relationships as well as the importance of maintaining good communication by observing her father, mother and two uncles. She lives in Irvine, California with her husband Brian.

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### **Alfred E. Osborne, Jr.**

Alfred E. Osborne, Jr. is Senior Associate Dean of UCLA Anderson. In this role, he oversees a variety of key areas and initiatives within the school, including resource development, alumni relations, corporate initiatives, marketing and communications and executive education. Dr. Osborne is also professor of Global Economics & Management and founder and faculty director of the Harold Price Center for Entrepreneurial Studies at UCLA. The Price Center serves to organize all faculty research and student activities and curricula related to the study of entrepreneurship and new business development at UCLA Anderson. A corporate governance expert, Dr. Osborne formed a Director



Education and Certification Program designed to help officers and directors of private firms prepare for the higher level of scrutiny that comes when they take their companies public. This program also educates directors and officers regarding SEC regulations, FASB considerations, Nasdaq rules and the current best practices in corporate governance.

Dr. Osborne is also an expert in social entrepreneurship who has developed several programs that apply business models to the nonprofit world. For more than 13 years, The Price Center has created and run some innovative management development programs, including four in partnership with health care giant Johnson & Johnson. Other programs include The Institute for the Study of Educational Entrepreneurship (ISEE) and the UCLA/Los Angeles County Office of Education Head Start Leadership Institute. Dr. Osborne currently serves as a director of Kaiser Aluminum and the Heckmann Corporation, and has served many years on the corporate boards of Times Mirror Company, US Filter Corporation, Greyhound Lines, Inc., First Interstate Bank of California, Nordstrom, Inc. and K2, Inc., among others. He has served as an economic fellow at the Brookings Institution and directed studies at the SEC that contributed to changes in Rule 144, Regulation D, and other exemptive requirements to the securities laws designed to lower costs and improve liquidity and capital market access to venture capitalists and emerging growth firms alike.

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### **Matt Ridenour**

Matt Ridenour is currently the Operating Partner at The People Fund ([www.thepeoplefund.net](http://www.thepeoplefund.net)). He has primary responsibility for supervising the People Fund's portfolio of operating companies. Prior to joining the People Fund, Mr. Ridenour was a founding Managing Director of two different venture capital funds, Momentum Venture Management and Gazelle TechVentures, both of which made Series A investments in early stage technology companies. Prior to this Mr. Ridenour was a Principal with Blue Capital, a leveraged buyout fund, and was a Consultant with Bain & Company in their private equity practice.

Mr. Ridenour has been a principal in fundraising transactions totaling more than \$200mm and has extensive experience as both a venture investor and as an early stage CEO. Mr. Ridenour has an economics degree from Dartmouth College and graduated as a Baker Scholar from Harvard Business School.

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### **Jeff Scheinrock**

He is currently the President & CFO at Originate (Originate.com). A pioneer in Venture Resources, Originate invests capital and elite engineering talent and startup expertise into high potential opportunities. Originate's expertise includes software development (mobile, web, embedded), strategic consulting (turn-around, product development, market research), and fund-raising.

Formerly CEO of Scheinrock Advisory Group, the company merged with Originate Labs in April, 2010 to form Originate, Inc. Prior to that Jeff was a member of GKM Newport Generation Funds, a fund of funds managing in excess of \$950 million for investments into venture capital funds and private equity buyout funds from 2003-2007. Prior to founding Scheinrock Advisory Group in mid-1997, Jeff served as Vice Chairman, Chief Financial Officer and Director of Kistler Aerospace Corporation from 1996 through May 1997. While at Kistler, Jeff formulated the capital raising plan and all documents for a successful raise of \$350 million in equity. From 1989 to 1996, Mr. Scheinrock served as Vice Chairman of Finance and Strategic Planning for Packard Bell NEC Electronics, Inc. While at Packard Bell, Jeff negotiated equity investments from Groupe Bull and NEC. Jeff also set up operations throughout Europe and Asia and negotiated tax incentives from the different countries. Jeff negotiated in excess of \$1 billion in bank debt and \$3 billion in trade credit from companies such as Intel, Microsoft, Panasonic, Tatum, Lite-On, Seagate etc. Jeff also handled the negotiation and structuring of all acquisitions including Zenith Data Systems and Ark Interface Software among others. Prior to

joining Packard Bell NEC, Mr. Scheinrock was Senior Partner in charge of the Entrepreneurial Services Group of Arthur Young and Company's Los Angeles office. He has extensive experience in international financial markets, corporate finance and capital structure, acquisitions and strategic investment, and is a CPA.

Jeff is a Director of Andrews Space and Technology.

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### **Margaret Shih**

Margaret Shih is a Professor in Management and Organizations at the UCLA Anderson School of Management. Her research focuses on the effects of diversity in organizations. In particular, she focuses on social identity and the psychological effects of stereotypes, prejudice, discrimination and stigma in organizations.

Prior to joining the faculty at the Anderson School of Management at UCLA, Professor Shih served on the faculty at the University of Michigan for 8 years, and also worked at the RAND Corporation. She serves on the executive committee for the International Society for Self and Identity and is a consulting editor for the Journal of Personality and Social Psychology and Personality and Social Psychology Bulletin. She was also an editor for the special issue of the Journal of Social Issues. She has received fellowships and grants from the National Science Foundation, National Institute of Mental Health, Social Sciences and Humanities of Research Council of Canada, John Templeton Foundation and the Robert Wood Johnson Foundation.

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### **Adam Uttley**

Adam is a Tax Partner in KPMG's Los Angeles' Federal Tax practice. He has more than 31 years of experience providing a comprehensive array of tax services to a variety of commercial enterprises, including closely held and family owned businesses.

#### **Professional and Industry Experience**

- Adam provides tax services to companies in the retail, high tech and consumer products industries.
- Adam is the National Leader of the Accounting Methods and Credit Services ("AMCS") group. The mission of the AMCS group is to maximize a businesses' after tax cash flow by minimizing the outlay for income tax.
- Adam is a member of the Firm's Data Integration Services group. This group uses the latest process and technologies to address "difficult" tax matters with the goal of providing effective tax management at the lowest possible cost.
- Adam has been involved in all aspects of domestic and cross border mergers and acquisitions transactions throughout his career. While in Philadelphia, he led a team of professionals that specialized in working with venture capital and private equity firms in providing mergers and acquisitions consulting and ongoing assistance to the portfolio companies.