

# How Not to Lose \$9 Billion and Other Lessons in Family Business

## The Steinbeck Family Business Seminar

FRIDAY, APRIL 21, and SATURDAY, APRIL 22, 2017

8:30 A.M. – 5:30 P.M.

>> **THEME:** Leadership and Family Transitions

The Harold and Pauline Price Center for Entrepreneurship & Innovation presents the Steinbeck Family Business Seminar, which focuses on leading effective and profitable family-owned (or otherwise closely held) businesses. Gain access to our world-class faculty, experienced business advisors and other family business owners in a collaborative, small group setting. Through lectures, interactive sessions and case studies, attendees are able to enhance their leadership, management and governance capabilities. The content of each seminar is unique; we encourage participants to attend frequently and develop a peer network of fellow family business owners.

### TOPICS COVERED

- The Art of Negotiation and How to Mitigate Risks
- Solving Disputes: A Framework for Disputing Conflicts
- How Not to Lose \$9 Billion and Other Lessons in Family Business
- Mindfulness for Leaders

And case studies from family and closely held businesses...



Frances Stroh will share how the Stroh Brewing Company, founded in 1850, went from the Forbes 400 to penniless in 16 years. She'll speak about her family's struggles with addiction and the hubris that caused the demise of a \$9 billion fortune.



Pink's Hot Dogs was founded in 1939 by Richard Pink's parents. Richard will share how he managed the acquisition of over \$1 billion in California real estate while also running Pink's with his wife and sister.

>> Sponsored by



# The Steinbeck Family Business Seminar

## SPEAKERS INCLUDE

### >> Aaron Dyer

Senior Vice President and Business Banking Team Leader,  
City National Bank

### >> Heath Gregory

CEO & President,  
Baron Equities, Inc.

### >> Tim Lappen

Founder & Chair,  
Family Office Group,  
the law firm of Jeffer Mangels Butler & Mitchell LLP

### >> Alfred E. Osborne, Jr.

Senior Associate Dean and Professor,  
UCLA Anderson School of Management

### >> Robert Rivinius

Executive Director,  
Family Business Association of California

### >> Margaret Shih

Senior Associate Dean of FEMBA and Full-Time MBA Programs,  
UCLA Anderson School of Management

### >> Eric Sussman

Senior Lecturer in Accounting and Real Estate,  
UCLA Anderson School of Management

### >> Jeremy Tillman

Co-Founder,  
Dapper Goat Social Media

Visit [Anderson.ucla.edu/sfbs](http://Anderson.ucla.edu/sfbs) for a full list of speakers and schedule

#### TUITION

The rate of \$345 is per participant. Steinbeck Family Seminar alumni and all students, faculty and staff with academic affiliations qualify for a 15% discount. The rate is \$165 for UCLA students. This special rate is made possible by the Steinbeck Family Business Endowment and our seminar sponsors.

#### REQUIREMENTS

Seminar candidates should be owners and C-level executives of family-owned and closely held businesses, or select family members, as appropriate. Companies should have a minimum of \$5 million in top-line revenue. Preference is given to operating companies, especially in manufacturing, construction, distribution and retail. Participants may attend with a professional service provider. If you have any questions, please call Holly Han at (310) 825-6368.

Participants who apply can expect to receive a decision within one week. Rolling Admissions close April 14, 2017, or whenever the class reaches 40 participants. We keep the group to an intimate size for participants' benefit.

**APPLY NOW**  
[anderson.ucla.edu/sfbs](http://anderson.ucla.edu/sfbs)

The Harold and Pauline Price Center for Entrepreneurship & Innovation, a recognized leader in entrepreneurial education and research, oversees teaching, research and extracurricular and professional development related to entrepreneurship at the UCLA Anderson School of Management, serving our students, alumni and the entrepreneurial business community.