

HAROLD AND PAULINE  
PRICE CENTER  
ENTREPRENEURSHIP & INNOVATION



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# THE STEINBECK FAMILY BUSINESS SEMINAR LEADERSHIP AND FAMILY TRANSITIONS

FRIDAY, APRIL 21, 2017  
SATURDAY, APRIL 22, 2017  
UCLA ANDERSON SCHOOL OF MANAGEMENT

**UCLAAnderson**  
SCHOOL of MANAGEMENT

# The Steinbeck Family Business Seminar

## >> SCHEDULE – FRIDAY, APRIL 21, 2017

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8:30 – 9:00 a.m.	BREAKFAST \ WELCOME	<i>D Atrium, Cornell Hall</i>
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9:00 – 9:30 a.m.	INTRODUCTION \ JAY STEINBECK	<i>A201, Collins Center</i>
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9:30 – 10:30 a.m.	<p><b>DISCUSSION \ HOW NOT TO LOSE \$9 BILLION AND OTHER LESSONS IN FAMILY BUSINESS</b></p> <p><b>Holly Han ('02)</b> \ Director, Special Projects and Steinbeck Family Business Seminar</p> <p><b>Frances Stroh</b> \ Fulbright Scholar &amp; Award-Winning Author of <i>BEER MONEY: A Memoir of Privilege and Loss</i></p>
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Frances Stroh, Fulbright Scholar and award-winning author, will share how the Stroh Brewing Company, founded in 1850, went from the Forbes 400 to penniless in 16 years. A fifth-generation Stroh, she'll describe the complex dynamics that led to the downfall of her family's brewing empire, and speak frankly about her father's alcoholism, her brother's drug addiction and the hubris that caused the demise of a \$9 billion fortune.

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10:30 – 10:45 a.m.	BREAK
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10:45 a.m. – 12:00 p.m.	<p><b>EXPERT PANEL \ FAMILY TRANSITIONS: WHEN THE QUARTER WAS KING</b></p> <p><b>Bill Bloomfield</b> \ Board Chair, Baron Equities Inc.</p> <p><b>Aaron Dyer</b> \ Senior VP and Business Banking Team Leader, City National Bank</p> <p><b>Heath Gregory</b> \ CEO and President, Baron Equities Inc.</p> <p><b>Tim Lappen</b> \ Founder and Chair, The Family Office Group and The Luxury Home Group at the Law Firm of Jeffer Mangels Butler &amp; Mitchell LLP</p>
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Hear the story of WEB Service Company and its tremendous success in providing coin-laundry service to multifamily and school housing facilities (including UCLA, since 1949!) — the company's tremendous growth, its successes for two generations of owner/operators, its exceptional sale to a private equity company and its real estate portfolio remaining as the family's major legacy asset, now being run by a member of the third generation.

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12:00 – 1:00 p.m.	LUNCH	<i>D Atrium, Cornell Hall</i>
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1:00 – 2:00 p.m.	<p><b>DISCUSSION \ MINDFULNESS FOR LEADERS</b></p> <p><b>Sara Tucker ('88)</b> \ Director, Coaching and Team Skills Program, UCLA Anderson School of Management</p>
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This session will explore approaches to leading in a way that sustains rather than drains leaders. Sara Tucker will focus on developing self-awareness and resilience. Key components of leadership are knowledge of how we impact others and leading from within. The session will include somatic and mindfulness practices.

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2:00 – 3:00 p.m.	<p><b>DISCUSSION \ GOVERNANCE, SUCCESSION STRATEGY AND TRANSITION PLANNING</b></p> <p><b>Alfred E. Osborne, Jr.</b> \ Senior Associate Dean and Professor, UCLA Anderson School of Management</p>
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Governance structures for both the family and the business must be well-articulated in order to execute a successful succession strategy. Professor Osborne will discuss how to navigate these complex topics and the sometimes difficult conversations that surround them.

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3:00 – 3:15 p.m.	BREAK
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3:15 – 4:15 p.m.	<p><b>DISCUSSION \ REAL ESTATE MARKET</b></p> <p><b>Eric Sussman</b> \ Senior Lecturer in Accounting and Real Estate</p>
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Often, the value of family-owned businesses is strongly impacted by real estate because it's the most valuable asset being passed down through generations. Professor Sussman will discuss current real estate market drivers and the market outlook. The session will also outline the Trump administration effect on real estate issues, and the potential impact on family businesses in the next few years.

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4:15 – 4:45 p.m.	PARTICIPANT INTRODUCTIONS
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4:45 – 5:30 p.m.	RECEPTION	<i>D Atrium, Cornell Hall</i>
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## >> SCHEDULE - SATURDAY, APRIL 22, 2017

8:30 - 9:00 a.m.	BREAKFAST	<i>D Atrium, Cornell Hall</i>
9:00 - 11:00 a.m.	<b>LECTURE AND ROLE PLAY \ SOLVING DISPUTES: A FRAMEWORK FOR DIFFUSING CONFLICTS</b> <i>Rosenfeld Library, Accelerator - Co-Working Space</i> <b>Miguel M. Unzueta</b> \ Associate Professor, Management and Organizations, UCLA Anderson School of Management <p>In this interactive session, participants will role play a dispute in a business context. A framework for diffusing conflicts will be discussed and used to analyze the role play and other workplace conflicts that may carry over to the home. Participants will walk away from this session motivated to proactively approach conflicts in order to maximize benefits and minimize costs.</p> <p>10:30 - 10:45 a.m. There will be a 15-minute break during the morning lecture.</p>	
11:00 a.m. - 12:15 p.m.	<b>EXPERT PANEL \ THE ART OF NEGOTIATION AND HOW TO MITIGATE RISKS</b> <b>Shirin N. Berjis</b> \ Senior Manager, Tax, Economic & Valuation Services, KPMG LLP <b>Clémence Gossett</b> \ Co-Owner, The Gourmandise School <b>Sabrina Ironside</b> \ Co-Owner, The Gourmandise School <b>Jonathan Schreter ('02), CIC</b> \ Executive Vice President, Bolton & Company <p>The Gourmandise School offers hands-on cooking classes for everyone from beginners to professionals located in the Santa Monica Place Shopping Center, as the school brought substantial foot traffic to the shopping center, the owners convinced the landlord to pay for a new store buildout and tenant improvements. This panel will discuss how to strategically grow and evolve while simultaneously mitigating your risks.</p>	
12:15 - 1:15 p.m.	LUNCH	<i>D Atrium, Cornell Hall</i>
1:15 - 1:30 p.m.	<b>COMMENTARY \ FAMILY BUSINESS IN CALIFORNIA</b> <b>Robert Rivinius</b> \ Executive Director, Family Business Association of California	
1:30 - 2:45 p.m.	<b>DISCUSSION \ BALANCE YOUR INTERESTS AND FAMILY BUSINESS</b> <b>Richard Pink</b> \ President, Pink's Hot Dogs & Former Managing Director, Clarion Partners <b>Margaret Shih</b> \ Board of Visitors Term Chair Professor in Management and Organizations & Senior Associate Dean of FEMBA and Full Time MBA Programs, UCLA Anderson School of Management <p>The legendary Pink's Hot Dogs was founded in 1939 by Richard Pink's parents. In 1985, Richard took over the business with his wife and sister, and has expanded the chain to 15 U.S. locations, plus a new branch in Manila. In addition to leading his family's business, Richard was the managing director of the Los Angeles office of Clarion Partners, where he was responsible for the acquisition of over \$1 billion in California real estate, until he retired in 2016.</p>	
2:45 - 3:00 p.m.	BREAK	
3:00 - 3:45 p.m.	<b>EXPERT ADVICE \ HOW TO BRIDGE THE GENERATIONAL GAP</b> <b>Jeremy Tillman ('07)</b> \ Co-Founder, Dapper Goat Social Media <p>We'll define the landscape for social media and then delve into a few case studies. What happens when the younger generation wants to engage the business on Facebook, Instagram or Pinterest, but the older generation doesn't see the value? We'll share a few stories of clients that did not have obvious social media plays but were very successful with the right social strategy. Dapper Goats' clients include Red Bull, Ethan Allen, Cook Islands, and The Bouqs.</p>	
3:45 - 4:00 p.m.	<b>SUMMARY</b> <b>Elaine K. Hagan ('91)</b> \ Executive Director, Price Center for Entrepreneurship & Innovation, UCLA Anderson School of Management <b>Alfred E. Osborne, Jr.</b> \ Senior Associate Dean and Professor, UCLA Anderson School of Management	
4:00 - 4:15 p.m.	<b>CONCLUSION \ CLOSING CEREMONY AND CERTIFICATE PRESENTATION</b>	
4:15 - 5:00 p.m.	RECEPTION \ HORS D'OEUVRES	<i>D Atrium, Entrepreneurs Hall</i>

## SPEAKER AND PANELIST BIOGRAPHIES

### SHIRIN N. BERJIS

Senior Manager, Tax, Economic & Valuation Services, KPMG LLP



Shirin Berjis is the senior manager of tax, economic and valuation services for KPMG. Berjis has determined the fair value and fair market value of business enterprises in a broad range of industries, including aerospace and defense, gaming, life sciences, biotechnology, hi-technology, pharmaceutical, asset management and waste management, among others. The securities valued

included common stock, preferred stock, options, warrants and partnership interests.

Berjis has reviewed third-party valuation reports and analyses for financial and tax reporting purposes and has conducted numerous engagements involving the valuation of the following intangible assets: developed and in process research and development (IPR&D) technology; non-compete agreements, license agreements; patent portfolios and more. Prior to her current position at KPMG, Berjis was employed by the transaction advisory services valuation practice of Ernst & Young, and as a certified public accountant with Crowe Horwath. Berjis is also an accredited senior appraiser by the American Society of Appraisers and accredited in business valuation by the American Institute of Certified Public Accountants.

### BILL BLOOMFIELD

Board Chair, Baron Equities Inc.



Bill Bloomfield has lived in Southern California nearly his entire life. He received his undergraduate degree from UC Berkeley, followed by an MBA from Harvard in 1973 when he was only 22. Bill started B and B Refrigerator Rentals while at Cal, a firm that became the largest college refrigerator rental company in California. After Harvard, he joined his family's business, Web Service Company, an

operator of commercial laundry equipment for apartments and college dormitories. (Note: Web Service and its successor Wash Laundry have operated the laundry equipment in UCLA's dorms since 1949.) For 33 years Bill helped build Web to a firm that operated over 45,000 laundry rooms in 26 states, the largest in the country at that time. Along the way, Bill started Baron Equities, an apartment and commercial property firm he still Chairs, that is run by his nephew, Heath Gregory. He also founded Web.com, which was sold to Interland in December, 2005. Web Service was sold in 2008.

Since retiring, Bill has been involved in nearly all levels of politics, including service to Senator McCain as his national director of volunteers during the senator's 2007-2008 presidential campaign, and Bill's own run for Congress in 2012. He has been involved in many initiative campaigns in California and Washington. Last year, he and his wife Susan assisted 18 candidates for California's State Legislature by helping lead the independent expenditure coalition efforts on their behalf, winning 16 of the 18 races.

Bill currently serves on the boards of California Common Cause, the Criminal Justice Legal Foundation, as well as several for-profit companies. He has been an active Rotarian for over 35 years. Bill and Susan have 3 children and 4 grandchildren.

### AARON DYER

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



Aaron Dyer is a senior vice president and division field sales manager with City National Bank's Core Banking team. Based in Los Angeles, he is responsible for developing and executing ongoing sales management strategic plans in order to drive key financial and sales objectives for his division.

Prior to joining City National, he was a business banking manager at Citibank. Dyer has more than 15 years of experience working in the financial services industry.

Dyer earned his bachelor's degree from Colorado Mesa University and his master's of business administration from the University of Colorado at Boulder. He resides in Sherman Oaks with his wife, Anne, and two boys, Luke and Brady.

### CLÉMENCE GOSSETT

Co-Owner and Chef, The Gourmandise School of Sweets & Savories



Clémence Gossett, founder of The Gourmandise School, was born in Paris. A frequent patron of pastry shops and a great lover of sweets, Gossett quickly developed a palate for all things flaky, buttery, sweet and chocolatey.

At eight, Gossett and her family moved to Washington, D.C., where she spent years perfecting her croquembouche and chocolate chip cookies. In the summer she trained for the dishwashing Olympics in her grandparents' Auberge in the Luberon region of France, and at age 11, she made a cake that made its way onto the dessert table. After years of baking, Gossett took a break and went to Syracuse to study film and anthropology. She moved to L.A., worked at Fox and met the most delicious friends who encouraged her to start a dessert company.

Gourmandise was born out of a kitchen in Venice, CA, and The Gourmandise School grew out of a passion for teaching the company's favorite recipes. Six years and many satellite kitchen classrooms later, Gossett met her business partner Hadley in one of her classes. In 2011, the two opened The Gourmandise School in Santa Monica, CA. In 2017, she partnered with Sabrina Ironside – a former Fox colleague – to grow the business and the brand. Gossett lives in a delicious house with her husband, Satie, and their children Malcolm, Olivia and Xavier. Gossett is also a food writer, master food preserver, recipe developer, food consultant and chocolate lover.

### HEATH GREGORY

CEO & President, Baron Equities, Inc.



Heath Gregory joined Baron in November 2006, to direct the expansion and management of Baron's portfolio. He brings over 18 years of executive management and business development experience from the technology and real estate industries. He received his bachelor's degree from the University of Redlands and MBA from the University of Southern California.



## SPEAKER AND PANELIST BIOGRAPHIES

### ELAINE K. HAGAN ('91)

Executive Director, Harold and Pauline Price Center for Entrepreneurship and Innovation, UCLA Anderson School of Management



Elaine Hagan is executive director of UCLA Anderson's Harold and Pauline Price Center for Entrepreneurship & Innovation. Elaine leads the Price Center team in managing a portfolio of teaching, research, extracurricular and executive development programs in the areas of entrepreneurship and innovation, including UCLA's undergraduate minor in entrepreneurship and the UCLA

Anderson Venture Accelerator. Her role also includes collaborative efforts related to development, alumni, other Anderson centers and participants in various entrepreneurial ecosystems.

In 2013-14, Elaine also served as interim associate dean of alumni relations at UCLA Anderson. She is a member of the Price Center Board of Advisors, has served on the advisory committee for the UCLA/California NanoSystems Institute (CNSI) Incubator and as an advisor to entrepreneurial ventures and educational programs around the world. Previously, she worked for Stanford University's Office of Development during the university's Centennial Campaign, and on the turnaround team of a privately-held manufacturing firm in San Diego. She received her bachelor's degree from UC Irvine and her MBA from UCLA Anderson.

### HOLLY HAN ('02)

Director, Special Projects and Steinbeck Family Business Seminar, UCLA Anderson School of Management



Holly Han is an entrepreneur and business strategist who founded and led media, technology, consumer products, and fashion businesses in New York and Los Angeles for over two decades.

Han began her career at Vera Wang and developed product for Bloomingdale's and Anthropologie, authoring the Vault Career Guide to the Fashion Industry. She received her MBA from UCLA Anderson School of Management, where she received fellowships from the Young President's Organization and Asian Business League. She also holds degrees from UC Berkeley, the Fashion Institute of Technology, with additional studies at Caltech and Parsons School of Design, and was a professor at Marylhurst University's MBA program.

Han was a co-founder of MyShape, an innovative online retailer with over 700,000 members backed by Draper Fisher Jurvetson and Tenaya and featured in The New York Times and The Wall Street Journal. She also founded Dahlia, establishing a new model for the pearl industry disrupting Tahitian market hegemony. As COO of SmartWear, she developed a new class of patented energy-generating textiles in partnership with DuPont, Nike, the NIH, NSF and NASA. She restructured luxury chocolatier John Kelly Chocolates as COO with a focus on profitability and targeted expansion. She was a founding account director for the Taproot Foundation in Los Angeles, providing pro bono consulting for deserving nonprofits. She is on the Board of Directors for CHAMPS Charter High School.

She is director of special projects at the Price Center for Entrepreneurship and Innovation at UCLA Anderson, where she managed the Knapp Innovation, Creativity, & Knowledge Conference for Women, Entrepreneurs Conference, Steinbeck Family Business Seminar, and the Woo Greater China Business Conference, as well as counsels students and alumni on entrepreneurship. As Managing Director of 64North, Ms. Han lead business strategy, branding, and digital media for clients including MIT, Target, Yves Saint Laurent, and Motown's Berry Gordy.

### SABRINA IRNSIDE

Co-Owner and General Manager, The Gourmandise School of Sweets & Savories



Sabrina Ironside is the co-owner and general manager of The Gourmandise School of Sweets & Savories. Prior to this venture, she held various positions at The Walt Disney Company, Universal Studios, 20th Century Fox and Paramount Pictures. At the studios she honed her skills in marketing, licensing and promotional partnerships, including campaigns like "The Simpsons"

Butterfinger campaign with Nestlé. She has also produced large-scale events such as national tours for "The X-Files" and General Motors for Fox; the "Yo Gabb Gabb" Live musical tour while working at Wildbrain Entertainment; and Easter at the Hollywood Bowl for her church in 2014.

After more than 20 years of working in entertainment marketing, Gourmandise co-owner and chef Clémence Gossett approached her about replacing her business partner. At the time, she was between jobs and thinking about her next professional pursuit. Gossett's proposition sounded risky but exciting, and by the end of the year, their new partnership was formed. Gossett's culinary background and Ironside's business experience seems to have created a recipe for success. The Gourmandise School has seen 40% growth over the past year, and the school is building out a brand new facility in their Santa Monica Place location.

Ironside is a graduate of the University of Southern California with a B.S. in business with an emphasis in marketing. She grew up in Southern California, lives on the West side and is grateful that her commute to work is less than seven miles. #TheCalifornians

### TIMOTHY LAPPEN

Founder and Chair, The Family Office Group and The Luxury Home Group at the Law Firm of Jeffer Mangels Butler & Mitchell LLP



Tim Lappen's practice, spanning more than 40 years, emphasizes representing clients as their "outside general counsel" in virtually any legal matter of importance to them, anywhere in the world. Tim's work involves myriad family office matters, luxury homes, 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, and general business advice.

Tim is particularly well-known for his pioneering work with local, United States and international family offices as well as anyone who has an interest in a luxury home - buyers, sellers, lessors, lessees, developers, architects, general contractors, lenders, borrowers and owners who need advice on such disparate matters as contracts, boundary disputes, litigation, land-use and zoning and even labor and employment issues involving the household staff. His expertise extends to projects involving general business law. He is especially effective in his work with family-owned and other closely-held businesses as he can advise such clients on a wide range of topics. As one of the founding directors of the twice-yearly UCLA Anderson Steinbeck Family Business Seminar, he speaks often on the matters of particular importance to such clients.

As founder and chair of his law firm's Family Office Group and his law firm's Luxury Home Group, Tim has presented at conferences and moderated a number of panels, including the Milken Institute Global Conference and, most recently including the Lido Consulting Eleventh Annual Family Office Investment Symposium, including the Private Family Office Roundtable and the Family Office Panel Discussion and a panel at Haute Living's Third Annual Los Angeles Luxury Real Estate Summit with some of the top real estate agents in Southern California.

## SPEAKER AND PANELIST BIOGRAPHIES

### ALFRED E. OSBORNE, JR.

Senior Associate Dean, UCLA Anderson School of Management  
Professor, Global Economics, Management and Entrepreneurship



Alfred E. Osborne, Jr. is senior associate dean, professor of Global Economics, Management and Entrepreneurship, and founder and faculty director of the internationally recognized Harold and Pauline Price Center for Entrepreneurship & Innovation at UCLA Anderson School of Management, where he teaches courses in entrepreneurial strategy, technology commercialization,

corporate innovation and family business. A corporate governance expert, Professor Osborne is also the co-faculty director of UCLA Anderson's Corporate Governance Program. Currently, he serves as a member of the board of directors of Kaiser Aluminum, Nuvera Environmental Solutions, Wedbush and First Pacific Advisors.

Previously, he was an economic fellow at the Brookings Institution and directed studies at the United States Securities and Exchange Commission (SEC) that contributed to improved liquidity and capital market access for early stage ventures and investors. Dr. Osborne is also active in the area of social impact, having founded several management development programs that work with leaders of non-profit health and education systems in underserved communities. He is a trustee of Harvard-Westlake School and chairman of the Fidelity Charitable, which was recognized recently as the largest public charity in the United States. Dr. Osborne received his BS in electrical engineering, MA in economics, MBA in finance and his PhD in business economics from Stanford University.

### RICHARD PINK

President, Pink's Hot Dogs and Former Managing Director, Clarion Partners



Richard Pink is president of Pink's Hot Dogs, "A Hollywood Legend Since 1939," and recently retired as managing director of Clarion Partners, a \$45 billion national real estate investment company. Richard received a Bachelor of Science from the University of California at Los Angeles, a Juris Doctorate from Loyola University School of Law, which he earned concurrently

with a Masters of Business Administration at University of Southern California. Pink's was started in 1939 by Richard's parents, Paul and Betty Pink, with a pushcart they purchased for \$50, using money they borrowed from Richard's grandparents. Paul and Betty operated the hot dog stand with about 30 employees until their retirement in 1985, which is when Richard, his wife Gloria, and his sister Beverly, took over.

Since then, Richard has created over 35 combinations of hot dogs and a dozen combinations of hamburgers to satisfy its loyal patrons, including many movie and TV stars. As the Pink's name grew nationally due to media appearances, large restaurant operators wanted to license the Pink's name and products in amusement parks, hotels, arenas and several county fairs. Pink's now has 15 locations, including one in the Philippines, and an active catering business.

At New York-based Clarion Partners, Richard was managing director until he retired in 2016. He launched the Los Angeles regional office and was directly involved in the acquisition of over \$1 billion of real estate in California, including office buildings, industrial properties, apartment complexes and retail buildings. Richard has over 45 years of real estate experience including senior executive positions in the acquisition, development, financing, leasing, brokerage and management of commercial properties throughout the U.S. Richard also represented German Capital for 10 years, including the acquisition of properties in Washington, D.C., Chicago, San Francisco and Los Angeles. Richard started in real estate at age 19 as a residential salesman while attending undergraduate, graduate and law courses in college.

### ROBERT RIVINIUS

Executive Director, Family Business Association of California



After serving for 30 years as president and CEO of the California Building Industry Association, a large statewide organization representing the homebuilding industry at the Capitol, Robert Rivinius is now a principal of The RHR Group and serves as executive director of the new Family Business Association of California (FBA), which represents family businesses on public policy

issues.

FBA was founded by a group of leading family business owners. The organization now has 140 prominent family businesses and helps those who serve the needs of family businesses throughout California. A graduate of the California State University Sacramento School of Business and Public Administration, Rivinius has received the Outstanding Alumnus award and the Distinguished Service award from the CSUS Alumni Association. Rivinius holds a certificate in international business from the American Graduate School of International Business, and his 40-year career in organizational management includes serving as president and CEO of the Greater Los Angeles World Trade Center Association, serving the international business community in Southern California.

Rivinius has served on the Board of Directors of the American Society of Association Executives, as president of the National Association of Home Builders Executive Officers Council, and as president of the Sacramento Society of Association Executives, which named him Association Executive of the Year in 1985. He also served as president of Big Brothers/Big Sisters of Greater Sacramento. In 1987, Governor George Deukmejian appointed Rivinius to the Board of Governors of the California Community Colleges, which had 1.5 million students on 108 campuses at the time. He was reappointed by Governor Wilson and served as president of the Board in 1993. For ten years, Rivinius served on the Board of Directors of HomeAid America, a national organization that has built over 300 multi-unit shelters for the temporarily homeless. He was inducted into the California Building Industry Hall of Fame in 2004.

### JONATHAN SCHRETER ('02), CIC

Executive Vice President, Bolton & Company



For the past 13 years, Jonathan Schreter has served commercial property and casualty risks, primarily for charter and independent schools (K-12) and higher education clients, as well as middle-market businesses in the technology, manufacturing and entertainment industries.

With a diverse background that began in marketing and advertising, Schreter combines creative thinking and analytics to offer a consultative approach to risk management. He works with progressive school and business leaders who appreciate his commitment to mitigating unexpected losses.

Schreter earned his MBA from UCLA Anderson School of Management in 2000 and his certified insurance counselor (CIC) designation from the National Alliance for Insurance Education and Research in 2010. He was president of the Independent Brokers & Agents Association of the San Fernando Valley, is the current president of the UCLA Anderson Alumni Network in Los Angeles, and serves as treasurer on the executive committee for the Board of Directors of Inner-City Arts, a non-profit program that unlocks the creative potential of inner-city children in downtown Los Angeles.

These accomplishments pale in comparison to his 10-year marriage to his wife, Jennifer and their two children, Samantha and Blake.

## SPEAKER AND PANELIST BIOGRAPHIES

### MARGARET SHIH

Board of Visitors Term Chair Professor in Management and Organizations & Senior Associate Dean of FEMBA and Full Time MBA Programs, UCLA Anderson School of Management



Margaret Shih is the Board of Visitors term chair professor in Management and Organizations and senior associate dean of FEMBA and Full Time MBA programs 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 UCLA Anderson, Shih served on the faculty at the University of Michigan for eight 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. Shih 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. She earned a Ph.D. and M.A. in social psychology from Harvard University, and a B.A. in psychology with honors from Stanford University.

### FRANCES STROH

Award Winning Author and Fulbright Scholar



Frances Stroh is the award-winning author of BEER MONEY: A Memoir of Privilege and Loss, which chronicles the rise and fall of the Stroh Brewery Company, a fascinating American saga, and one linked inextricably with the decimation of Detroit, its longtime headquarters. In her memoir, Ms. Stroh recounts the demise of a dynasty and brings to life the fractured family

at its center: her own. Though she eventually forged her own path, attending college on a Fulbright scholarship and becoming an installation artist as well as an investor, Ms. Stroh's experience was formed by the profligate spending, alcoholism, drug abuse, and rebellion that came with a \$700 million fortune, and predicated its loss. She now advises family businesses on thoughtful succession and setting up future generations for personal success.

Education and Honors:

Duke University, BA '89

Chelsea College of Arts, London, MA '96

Fulbright Scholarship '95-'96

Michigan Notable Book Award '17

Charity:

10% of the sales of BEER MONEY is donated to 826michigan's Detroit tutoring center, a non-profit that serves children from under-served schools.

### ERIC SUSSMAN

Senior Lecturer, UCLA Anderson School of Management



Since 1995, Eric Sussman has been a lecturer in accounting and real estate at the UCLA Anderson Graduate School of Management, where he has been voted Teacher of the Year thirteen times by Anderson's MBA students, and has been awarded the Citibank Teaching Award (1998) and the Neidorf Decade Teaching Award (2008), both voted upon by a

committee of faculty members. He has also received recognition by

Businessweek as one of the Top Ten Most Popular Business School Professors in the country.

He teaches in the areas of cost/managerial accounting, financial accounting (beginning through advanced), financial statement analysis, equity valuation, corporate financial reporting, and real estate investment and finance to undergraduate, graduate, and executive education students. He created Insight FSA, an analytical software tool to automatically and critically measure, evaluate, and report upon the financial accounting and corporate reporting risk for all public companies via Edgar On-line.

In addition, he has advised numerous full-time and fully employed MBA field study teams and consulted for large and small firms, nationally and globally, and is a frequent lecturer on varied financial, accounting, and corporate reporting topics. He has led student travel groups to Brazil, China, Dubai, Saudi Arabia and Abu Dhabi. He has served as an expert witness and consultant for commercial litigation, involving matters of corporate financial reporting and disclosure, audit effectiveness, valuation, real estate due diligence and related practices, and overall damage analyses.

Outside of campus, Sussman is president of Amber Capital, Inc., manager of Fountain Management, LLC and Clear Capital, LLC, and managing partner of Sequoia Real Estate Partners, and the Pacific Value Opportunities Funds, which have acquired, rehabilitated, developed, and managed over two million square feet of residential and commercial real estate in the past 20 years. The firms' portfolio presently consists of industrial, multi-family residential, single-family residential, and retail properties (approximately 2,200 residential units and some 500,000 square feet of commercial space).

He is chairman of the board of trustees of Causeway Capital's group of funds (International Value, Emerging Markets, Global Value, and Global Absolute Return Funds, which collectively have nearly \$8.0 billion in assets), sits on the board of directors of Pacific Charter School Development, Inc. and BentleyForbes, LLC; and was former chairman of the Presidio Fund and former audit committee chair of Atlantic Inertial Systems, Inc., a producer and manufacturer of electromagnetic sensors. He received his MBA from Stanford, with honors, in 1993, after graduating Summa cum Laude from UCLA in 1987. He is a licensed CPA in the State of California.

### JEREMY TILLMAN ('07)

Co-Founder, Dapper Goat



After graduating from the UCLA Anderson School of Management with an MBA in marketing and entrepreneurship, Jeremy Tillman founded a successful marketing agency. During his career, Tillman has had the pleasure of serving some of the world's most notable brands including Qualcomm, Marriott International, American Heart Association, EDS, Tenet Healthcare,

Hilton Hotels, UCLA, and the U.S. Navy. Committed to giving back, Tillman is actively involved in several non-profits, including have been a founding board member and principal benefactor of an award-winning repertory theatre.

### SARA TUCKER ('88)

Director of the Coaching and Team Skills Program, UCLA Anderson School of Management



Sara Tucker is director of the Coaching and Team Skills Program at the UCLA Anderson School of Management. Her team exercises have been adopted in the full-time FEMBA and EMBA programs, as well as in the masters in financial engineering (MFE) program. She also coaches and teaches leadership among executives and graduate

## SPEAKER AND PANELIST BIOGRAPHIES

students. Previously, Tucker directed the Applied Management Research Program, overseeing 80 graduate student teams each year as they undertook strategic projects for outside organizations or started their own businesses.

Prior to joining UCLA Anderson, Tucker was an international project manager at the Getty Conservation Institute, developing and monitoring archaeological site conservation projects in the United States, Africa, China, Latin America and Eastern Europe. Tucker has a B.A. in East Asian Studies from Yale University and an MBA from UCLA Anderson. She has studied in Russia, Taiwan, Korea and Japan, and speaks Mandarin Chinese and Spanish. She is a professional certified coach (PCC) through the International Coach Federation, the principal accrediting body of coaches internationally, and a certified somatic coach with extensive training in coaching that addresses the whole person.

### MIGUEL M. UNZUETA

Associate Professor of Management and Organizations, UCLA Anderson School of Management



Miguel Unzueta is an associate professor of management and organizations at the UCLA Anderson School of Management. He joined the faculty at UCLA in 2006 after earning his Ph.D. in organizational behavior from the Stanford Graduate School of Business.

Unzueta's research explores how people understand their position within social and interpersonal hierarchies and the impact this understanding has on their perceptions of self, others, and group-based inequality. His latest research explores the manner in which people define diversity and the impact that particular diversity definitions have on the

representation of underrepresented group members in organizations. His research has been published in top management and psychology journals including Organizational Behavior and Human Decision Processes, the Journal of Personality and Social Psychology, Psychological Science, and the Journal of Experimental Social Psychology. In recognition of his research record, he was awarded the Eric and "E" Juline award for excellence in faculty research at UCLA in 2012.

Unzueta teaches courses on managerial psychology (MGMT 409) and negotiations (MGMT 286) in both the FEMBA and full-time MBA programs. In 2010, Unzueta was awarded the George Robbins Teaching Award at UCLA Anderson. More recently, he was selected by MBA blog Poets and Quants as one of the best 40 business school professors under age 40. Outside of UCLA, Unzueta has conducted trainings on decision-making, negotiations, diversity, and implicit bias to various educational institutions and companies including the Scripps Research Institute, the Office of Head Start, Inner City Law Center, and the Oklahoma City Thunder basketball team. Unzueta is currently a consulting editor for Personality and Social Psychology Bulletin and the Journal of Social Issues. He is also the faculty director for the UCLA Anderson/Johnson & Johnson Management Development Institute - a program designed to enhance the leadership and management skills of managers and leaders of sub-Saharan African organizations devoted to delivering health care services to underserved populations throughout Africa.

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