

FAMILY BUSINESS 360°

Do Your Kids Want the Business: Planning for Yes or No

Steve Bennett – Shareholder, Farleigh Wada Witt
Jonathan Green – VP, Green Environmental Management
Deen Cummings – Owner, Northwest College School of Beauty

Tuesday, April 11, 2017
Hayden's Lakefront Grill, Tualatin OR

Background

According to PwC only 52% of family firms transitioning in the next five years plan to keep the business in the family. One critical factor is the identification of successors in the next generation of family. Either the family has members who are willing and capable of taking over eventual ownership of the business, or options outside of the family must be considered. This session will deliver practical advice for family business owners regarding next generation succession, including:

- How to assess if there are qualified family members willing and able to continue operating the business so you can move forward with transition planning
- Internal and external transition options to consider if the next generation may not be part of the future of the business
- Best practices for structuring transition agreements and important clauses to safeguard your future

Further Reading

Nurturing the Talent to Nurture the Legacy: Career Development in the Family Business (2011), Amy Schuman, Palgrave Macmillan

The Legacy Family: The Definitive Guide to Creating a Successful Multigenerational Family (2009), Lee Hausner and Douglas Freeman, Palgrave Macmillan

When Your Parents Sign the Paycheck: Finding Career Success Inside or Outside the Family Business (2007), Greg McCann, JIST Works

Preparing Successors for Leadership: Another Kind of Hero, (2011) Craig E. Aronoff and John L. Ward, Palgrave Macmillan

The Missing Middle: Bridging the Strategy Gap in US Family Firms (2017), PricewaterhouseCoopers LLP, US Family Business Survey, <http://www.pwc.com/us/en/private-company-services/publications/assets/pwc-family-business-survey-us-2017.pdf>

Austin Family Business Program Resources

Advisor Search listing of experienced family business professionals:
<http://business.oregonstate.edu/familybusinessonline/advisor-search>

Social Media

Facebook at: <https://www.facebook.com/familybusinessonline>

LinkedIn at: <http://www.linkedin.com/groups/Austin-Family-Business-Program-5188170>

Audio Podcasts: <http://business.oregonstate.edu/familybusinessonline/podcasts>

Biographies

Steve Bennett – Shareholder, Farleigh Wada Witt

Steven Bennett is a shareholder with the Portland law firm Farleigh Wada Witt and has practiced law for over 38 years. Steve has expertise in a variety of areas (corporate, estate planning, business succession, and real estate), so he is able to provide full-service advice to family-owned business clients. Steve routinely works with family business owners for effective succession planning, and he represents high net-worth families and closely-held entities for successful legal management of their multi-generational succession and transition planning.

Jonathan Green – Vice President, Green Environmental Management

Jonathan Green moved to Oregon with his parents and two brothers almost 20 years ago, from Southern California. Jonathan obtained a degree from Oregon State University in business management. He went to work in the family business right after graduation, and today he is the senior VP at Green Environmental Management. His two brothers also work in the family business.

The company was founded in 1991 by Jonathan's father and another partner in Southern California. Today, Jonathan's father is the sole owner and is considering a transfer of the business to Jonathan. The company has about 12 full time employees, and uses a large network of independent contractors to perform various environmental services throughout the country. A majority of the work is performed in the Pacific Northwest.

Deen Cummings – Owner, Northwest College School of Beauty

Deen Cummings is the owner of NW College School of Beauty, which provides education for professional careers in the spa and salon industries. Deen was originally from Berkley, California, but moved to the Northwest and obtained a bachelors degree in economics from the University of Oregon. He purchased NW College School of Beauty in 2003, and has grown the business substantially over the years. The school now has 6 locations, and its headquarter office is in Tualatin.

Deen has two sons, Nicholas and Conner. Neither of them has been involved in the business, nor expressed an interest in running it. Deen's wife Julie works in the business, assisting Deen with office administration and serving as HR manager. Eventually both Deen and Julie will retire from the business, and Deen would like to sell it. Transferring the business to his sons is not a realistic option.