



### Northern California's Largest Family Business-Focused Event

Family businesses are the lifeblood of California's economy, employing a significant portion of our workforce and contributing billions to our state's GDP. The unique nature and challenges inherent in running a family business often require specialized business acumen. The Capital Region Family Business Center's **2022 Generations Conference**, the **largest family business-focused event in Northern California**, is designed specifically with the **unique needs and dynamics of family businesses** in mind. Now in its fourth year, the **two-day event** features an **action-packed schedule** that brings you face-to-face with an impressive roster of **local and national speakers** and presenters including family representatives from:

#### Keynote Speakers



**The Mayfield Family**  
Sub Sea Systems, Inc.



**Gun Ruder**  
President &  
Chief Executive Officer  
S. Martinelli & Company



**Mary Andringa**  
Chair of the Board  
Vermeer Corporation



**Todd Rufer**  
The Morning Star Company  
**Doug Kirkpatrick**  
D'Artagnan Advisors



#### *Topics to be covered during the two-day event include:*

Succession Planning  
Finances and Taxes

Family Dynamics  
When to Sell

Working with Multiple Generations  
Rogue Family Members

#### **UNPARALLELED NETWORKING**

**Generations** provides a unique opportunity to network with and learn from the leaders of multi-generational family businesses as they share tried and true solutions to the challenges commonly faced by family businesses. With **limited attendance** in a **supportive setting**, the environment will facilitate collaboration and **open dialogue** with like-minded businesses.

**GenerationsConference.com**





# Generations

## FAMILY BUSINESS CONFERENCE

CAPITAL REGION

January 19-20, 2022 | Sacramento, CA

[GenerationsConference.com](http://GenerationsConference.com)

### REGISTRATION – [www.GenerationsConference.com](http://www.GenerationsConference.com)

#### Family Packages

Family Gold (10 tickets @ \$550)	\$5,500
Family Silver (7 tickets @ \$575)	\$4,025
Family Bronze (4 tickets @ \$600)	\$2,400

#### Tickets

#### Single Attendee

Single Member	\$650
Single Non-Member	\$900

#### Tickets

### INVITED BUSINESSES

Invited family businesses include:

AKT Development Company  
All Weather Architectural Aluminum  
Amy's Kitchen  
Baird/Lineberger  
Balanced Body, Inc.  
BareBones Workwear  
Basic Resources, Inc.  
Bell Brothers HVAC  
Bender Insurance Solutions  
Bennett Engineering Services  
BFBA, LLP  
Bogle Winery  
BRMS  
Burger Rehabilitation Systems, Inc.  
Byers Enterprises, Inc.  
Campbell Keller  
Capital Sheet Metal  
Carriere Family Farms  
Chico Nut Company  
Clark Pacific  
ClearBags  
CVC Holdings  
Delyon Wealth Management  
Dick James & Associates, Inc.  
Durst Organic Growers, Inc.  
E & J Gallo Winery  
E. F. Kludt & Sons  
EAC Turkey International  
Elevate Public Relations & Marketing  
Elite Service Experts  
Erick Nielsen Enterprises  
Erickson Orchards  
Ezzell & Associates LLC  
Fat Family Restaurant Group  
Fiddymont Farms  
Fischer Tile & Marble  
Flyers Energy, LLC  
Folsom Lake Honda  
Fort Sutter Company  
Future Automotive Group  
Goodwin Cole Co., Inc.

Gorrill Ranch  
Green Acres Nursery & Supply  
Grow West  
Hamilton Brothers  
Haney Business Ventures, Inc.  
Hogan Mfg., Inc.  
Holt of California  
Hornblower Cruises & Events  
Hutchison Financial  
I Love To Create  
Incredible Pets  
InterState Oil Company  
Jelly Belly Candy Company  
Jiffy Lube  
Jimboy's Tacos  
Joe Yeung Farms, Inc.  
Kniesel's Collision Centers  
Knight Farms/Dixon Seed  
La Tortilla Factory  
Larry Walker Associates  
Lawson Mechanical Contractors  
LeadershipOne  
Legacy Investment Real Estate  
Livingston's Concrete Service, Inc.  
Lundberg Family Farms  
Madsen Roof Company  
Mariani Packing Co., Inc.  
Markstein Beverage Co. of Sacramento  
Mary Ann's Baking Co. Inc.  
Mastagni Holstedt Law Firm  
Matheson Trucking  
Medic Ambulance Service, Inc.  
Mel Raption Honda Inc  
Mikuni Restaurant Group  
Montna Farms  
The Morning Star Company  
Nékter Juice Bar  
Nicolaus Nut Company  
Nor-Cal Beverage Company, Inc.  
Nugget Market, Inc.  
Pacific Coast Building Products, Inc.

Peter P. Bollinger Investment Company  
Preserva Products, Ltd.  
Pyro Spectaculars, Inc.  
Quality Telecom Consultants  
Raley's  
Ramos Oil Company  
Rediger Labor Law LLP  
Rice Hydro, Inc.  
Riebe Auto Parts  
River City Bank  
Roberti Ranch, Inc.  
Roger's Family Company  
Royal Electric Company  
S&G Carpet and More  
Sacramento Refrigeration, Inc.  
Sacramento River Cats  
Sacramento Ultrasound Institute  
Selby Soil Erosion Control  
Sequoia Pacific Builders, Inc.  
Setzer Forest Products  
Sierra Nevada Brewing Co.  
Sub Sea Systems  
Sugar Bowl Bakery  
Teichert Inc.  
The Buzz Oates Group of Companies  
The Maita Organization  
The Niello Co. and Subsidiaries  
The Sun Valley Rice Company, LLC  
Tooley Oil Company  
Tower Investments, LLC  
Tricks Gymnastics  
Trinchero Family Estates  
Valley Truck & Tractor  
Van Vleck Ranch  
Vanella Farms  
Vermeer  
Villara Building Systems  
Wente Vineyards  
Western Engineering Contractors, Inc.  
Wilson Farms  
Wise Villa Winery

### FURTHER DETAILS

For more information, please contact Heather Tanfani, Conference Coordinator at [events@generationsconference.com](mailto:events@generationsconference.com) or call (916)608-8686.

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### STELLAR REVIEWS

Past year's attendees raved about the keynote speakers and conference programming. Take a look at what other family business owners had to say:

"You don't know what you don't know. Attending the Generations conference helped me to see areas of our company and legacy that need attention. I see that we are developed in some areas and lacking in others."

*Chris Haven, Flyers Energy, LLC*

"The Generations Conferences have been invaluable for our family business, Incredible Pets. We joined the CRFBC after I attended in 2017, and enjoyed the 2018 conference even more.

Not only have the speakers and sessions been enjoyable and informative, but meeting and spending time with members of other family businesses has been a huge benefit and a lot of fun.

We have learned so much about family governance, leadership roles and succession planning from others who have had similar experiences.

This year all 5 family members are looking forward to attending the Generations Conference!"

*Sharon Love, Incredible Pets*

"Being able to discuss the similar issues that all family business encounter with other family businesses has helped us address our challenges using real world examples, everybody is always willing to share their successes and failures."

*Ken Monroe, Holt of California*

"The Family Business Center allows you to interact with people struggling with the same issues, communication is open and all the forums always send you away with new ideas and means to use and implement. The resources and examples from other businesses often validate what does work, that alone is worth membership."

*Thomas Dille, Fiddyment Farms*

### ABOUT FAMILY BUSINESS CENTER

Established in 2007, the mission of Capital Region Family Business Center is to promote growth and prosperity for all family businesses in the greater Sacramento region. At the foundation of all programs are its core values: trust, affinity, education, collaboration and prosperity.

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