

June 3, 2005 • Holiday Inn on King • Toronto

# RETAINING THE FAMILY BUSINESS CLIENT

CONFERENCE CHAIR:

**Aron Pervin, CMC**

*Pervin Family Business Advisors Inc.*

Over 50% of all businesses in Canada are “family businesses”. From Bombardier to the corner mini-mart, they come in a variety of sizes and organizational frameworks. For professionals, attracting and more importantly retaining these clients is critical to the survival of their practice.

Learn the best practices from leaders in the field to service this essential client base and build your professional practice. Get practical “need-to know” advice from leading practitioners and experts who will look at key issues such as:

- ✓ **Building a multi-generational continuity plan**
- ✓ **“Professionalizing” the family business**
- ✓ **Dispute avoidance – how and when to introduce the family business facilitator**
- ✓ **The inherent conflicts between remuneration planning for tax purposes and best practices for remuneration policies within the family**
- ✓ **How to avoid business expansion “black holes”**
- ✓ **Financial risk management and family dynamics**
- ✓ **Building confidence around managing conflict**

And much more...

Do not miss our senior practitioner panel examining  
**“What We Should Have Known When We Started”**.



Register by **April 18, 2005** & Save

**A**s a family business practitioner, you know that retaining family business clients is critical to the success of your practice. The needs of these clients are becoming more complex and time consuming, and it is essential that you develop effective strategies that will grow your business. **Ensuring Client Satisfaction is the Key!**

The financial health of your practice may rest on your ability to successfully navigate your way through a multidisciplinary minefield. As a family business advisor, you need answers to these critical questions:

- **Defining and promoting the family's common interest**
- **Creating strategies to sustain the business for the next generation**
- **Share ownership – balancing tax planning opportunities and family business dynamics**
- **How to attract new family business clients**
- **Non-family executives: how do they fit in?**
- **Building a multi-generational continuity plan**

For this conference, **LexisNexis** has assembled a senior faculty that will address the “need to know” issues critical to the success of your practice. Attend this event and learn:

- **How to mesh the family's goals with the business' strategic objectives?**
- **Who is the client? The Family... or the Business?**
- **How the dynamics of family security must be taken into account in any business decision?**

This event will go beyond the reporting of current trends. Our faculty has been specifically assembled to provide unique interactive sessions that focus on a “how I do it” perspective as opposed to academic approach. Participants will be afforded the opportunity to address their questions to the speakers in each session and informally during breaks. The conference materials, prepared by the speakers will also provide a valuable resource for attendees.

Please join your fellow colleagues for this interesting, comprehensive and timely conference.

## WHO SHOULD ATTEND

- **Lawyers who are professional advisors to families and their family businesses**
- **Accountants who are professional advisors to families and their family businesses**
- **Wealth Management Advisors and Professionals**
- **Insurance Professionals and Brokers**
- **Family Business Consultants**
- **Private Investors**
- **Bankers**
- **Business Owners**





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# Retaining t

CONFERENCE CHAIR: Aron Pervin,

9:00 a.m. **Opening Remarks from the Chair**

**Aron Pervin, CMC**  
*Pervin Family Business Advisors Inc.*

9:15 a.m. **Basic Service Delivery Issues:  
Getting Families to Move Forward**

**Grant C. Robinson, FCA**  
*Director*  
*The SuccessCare® Program*

There is one unique theme in dealing with family businesses: their needs are multifaceted. You've met with your client and given them a detailed strategic plan for the big picture. Yet nothing gets done! Why do they fail to act on your advice?

This session will provide you with key insights into what make family businesses different and how, as their advisor, you can help them move forward. You will discover a process to transport them from the Inertia stage across the line of confidence to the Implementation stage.

- Addressing the underlying fears that entrepreneurs experience
- Building confidence around managing conflict
- Defining and promoting the family's common interest
- Promoting structure and formality
- Building a multi-generational continuity plan

10:00 a.m. **Protecting and Fattening "The Golden Goose"**

**Michael Epstein, CA**  
*President and Managing Partner*  
*Fuller Landau LLP*

**Richard Epstein**  
*Partner*  
*Aird & Berlis LLP*

In many instances a family business takes care of 2 or more families. Frequently 2 or more adult children work in the same business. As a result, there are exceedingly high stakes in ensuring the business is protected. Our expert speakers will look at the multidisciplinary strategies to ensure the business grows while the families remain protected.

- Creating strategies to sustain the business for the next generation
- Seeking guidance on how to mesh the family's goals with the business' strategic objectives
- How to advise and assist in the development of new leaders of the family business
- "Professionalizing" the family business
- Non-family executives: how do they fit in?

10:45 a.m. **Refreshment Break**

11:00 a.m. **The Expanded Role of the Lawyer in the Family Business**

**Ron Prehogan**  
*Partner*  
*BrazeauSeller, LLP*

The practice of law as it applies to family business clients must include a holistic approach that encompasses more than technical answers to questions posed by

# The Family Business Client

CMC, Pervin Family Business Advisors Inc.

clients. The lawyer is challenged to undertake a multi-dimensional approach in the resolution of problems confronting families in business together.

- Who is the client? The Family... or the Business?
- What are some of the unique aspects of representing the family business client?
- Dispute avoidance – how and when to introduce the family business facilitator?
- How do you deal with the “alarm bells”? Challenge the client or play it safe?
- Is our legal training an asset or a liability in representing the family business client?

## 11:45 a.m. Financial Risk Management and Family Dynamics

**Glenn M. Davis, LL.B., MTI, TEP**  
Senior Planning Consultant  
*Sun Life Wealth Protection Group*

“Our business is about more than making money!” a client’s statement. Every individual strives for financial security. It is the basic need for themselves and for those they care about. Experience confirms that security has many faces, and some businesses are inherently insecure. Hence, the financial security of business family members may be threatened. This session explores, and provides an in-depth understanding of, how the values, priorities and needs of the business family and its members affect the management of risk and the planning for family security. Delegates will be exposed to concepts, skills and techniques that can help them improve their collaboration with advisors from other disciplines, and their service delivery to their family business clients.

- Mindset matters – advisors and entrepreneurs evaluate risk differently
- Incorporating lessons from collaborative law
- Balancing relationships – based on the three circle model
- Managing risk through the business lifecycle
- Managing risk through the family lifecycle

- Managing risk through the owner lifecycle
- Financial security for the wealthy – how much is enough
- Avoiding the affordability myth
- What could you do differently for family businesses

## 12:30 p.m. Networking Luncheon

## 1:45 p.m. Accounting and the Family Business: Is Tax the Only Concern?

**Bruce Ball, CA, CFP, TEP**  
Partner, National Tax  
*BDO Dunwoody LLP*

To be successful, family business must look beyond the simple short term focus on reducing tax liability. It is human nature for many professionals to deal with the technical issues first while deferring on tougher issues that involve family dynamics. This session will highlight the tax advisor’s role in family business, and highlight the importance of coordinating tax planning solutions and family business needs. Delegates will leave this event with a checklist of the things that are necessary for the implementation of a sound financial management system and how it fits into a holistic approach to the family business.

- Estate planning vs. succession planning – are they the same thing?
- Estate freezes – when is the right time to enter into an estate freeze?
- Share ownership – balancing tax planning opportunities and family business dynamics
- The use of family trusts – a powerful tool but also a cause of potential problems if family issues are ignored
- The inherent conflicts between remuneration planning for tax purposes and best practices for remuneration policies within the family
- The use of shareholder agreements in family business – tax issues to consider

# LexisNexis® Conference Series

## CONFERENCE AGENDA

2:30 p.m. **Connecting with Clients: Fresh Perspectives on Growing Your Practice**

**Dr. Kenneth J. Andrews**  
*High Impact Facilitation*

To be successful, a professional service provider must have two critical elements: relevant expertise and an effective method of convincing clients that this expertise is extremely valuable. We'll explore your business in an interactive and innovative format – looking through your clients' eyes.

Together we'll discover:

- What your clients are really looking for
- How to attract new clients – practical lessons from the best
- How to avoid business expansion “black holes”
- Your keys for success – ready for immediate implementation

3:30 p.m. **Refreshment Break**

3:45 p.m. **Expert Panel: What We Should Have Known When We Started**

**Moderator: Aron Pervin, CMC**  
*Pervin Family Business Advisors Inc.*

**Panelist: Gary Kopstick**  
*Senior Tax Partner*  
**Soberman LLP**

**M. Paul Tompkins, B.Comm, LL.B., TEP, CLU**  
*Tompkins Insurance Services Ltd.*

**Jules L. Lewy**  
*Partner*  
**Fraser Milner Casgrain LLP**

Our blue ribbon panel will focus on the practical and ethical challenges facing family business advisors. They will confront the ultimate question: what do I need to know to properly serve these clients? This multidisciplinary panel will provide nuts and

bolts insights on the broader needs of family owned business and how to serve these clients more effectively.

- Dealing with multi-generations and their different objectives
- How to work with the other advisors
- Transfer of wealth issues to the next generation, how do we make sure they have an incentive to work
- Practical points you must discuss prior to tax planning

4:45 p.m. **Closing Remarks**

5:00 p.m. **Conference Concludes**

### Sponsorship Opportunities

Sponsorship is an excellent strategy for organizations to present their products and services to high level decision makers in an enjoyable and memorable way. Please call Mitch Houzer at (905) 479-2665, Ext. 417 or email [mitchell.houzer@lexisnexis.ca](mailto:mitchell.houzer@lexisnexis.ca)

# CONFERENCE REGISTRATION FORM

## Multiple Registrant Discounts

We offer the following discounts to 2 or more registrants from the same company when registrations are received together:

2	20% discount each
3 or more	30% discount each

## Program Materials

Conference participants will receive a comprehensive set of conference materials prepared by the speakers. These materials are intended to provide the participants with an excellent reference source after the conference.

## Payment, Cancellation and Refund Policy

All payments must be made by credit card. If you are unable to attend, please notify LexisNexis in writing up to 10 days prior to the conference and a refund will be processed on your credit card less a \$100 administration charge. No refund will be given for cancellations received after 10 days prior to the conference date.

Substitution of participants is permissible without prior notification. LexisNexis reserves the right to cancel any conference it deems necessary and will, in such event, make a full refund of any registration fee. No liability is assumed by LexisNexis for changes in program date, contents, speaker or venue.

## Location

Holiday Inn Toronto on King  
370 King Street West  
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Tel: (416) 599-4000

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### Email

orders@lexisnexis.ca



### Online

www.lexisnexis.ca

**YES!**

Please register me for the **RETAINING THE FAMILY BUSINESS CLIENT** conference on June 3, 2005 at the Holiday Inn on King.

Early Bird Fee: \$495 each (Register by April 18, 2005)

Regular Fee: \$595 each (After April 18, 2005)

## Payment Must Be Received Prior to the Conference

*(Please make photocopies of registration form for additional registrants. Price and other details are subject to change without notice.)*

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