



SPONSORED BY:



Conference on Navigating Multi-Generations in a Family Business

In today's corporate culture, there can be as many as four generations working together. This has created an environment of "Generational Diversity" that is both rewarding and challenging. If we're talking about a family business, things can get really complicated. And the fact is, today there are more generations working together in family businesses than ever before.

Keynote speaker **Kristin Scroggin**, founder of genWhy Communication Strategies, will identify the four generations active in today's workforce, discuss their strengths and needs, and talk about how to best motivate and manage each group.

Next, Marc Corsini will facilitate a panel discussion with notable, local NexGen leaders—**Chris Morrow**, **Grantland Rice IV** and **David Killion**—who'll candidly discuss the personal opportunities and challenges of working for and with family members of different generations.

There will be **two back-to-back conferences**. The first conference is for **family-business owners, family members and non-family executives**. The second conference is for **advisors who work with family businesses**.

Agenda:

Conference for Family-Business Owners, Family Members & Non-Family Executives

Registration: 7:45 a.m.

Conference: 8 to 10 a.m.

OR

Conference for Family-Business Advisors

Registration: 10:15 a.m.

Conference: 10:30 a.m. to 12:30 p.m.

Date: August 28, 2019

Location: Lakeshore Park Plaza (large conference room) 2204 Lakeshore Drive, Suite 306 East, Birmingham, AL 35209

Conference Tuition: \$99 per person (Attendees will only be participating in one conference). Call or send check to: **Alabama Family Enterprise Partnership**, 6 Office Park Circle, #309, Birmingham, AL 35223-2542. Phone: (205) 879-0432

Keynote Speaker:



Kristin Scroggin

Panelists:



David Killion



Grantland Rice, IV



Chris Morrow



Marc Corsini, facilitator



Alabama Family Enterprise Partnership

Alabama Family Enterprise Partnership

The Alabama Family Enterprise Partnership is a 501 (c)(3) non-profit organization dedicated to the unique challenges and opportunities associated with family businesses. We foster this family-business community through partnerships that engage and educate family members, non-family executives and family-business advisors who want to sustain successful companies and create meaningful legacies.



Marc Corsini
President, Corsini Consulting Group, LLC

Marc Corsini is the founder and president of the Birmingham, AL-based Corsini Consulting Group, LLC, which specializes in strategic-planning, succession planning and family-business consulting, HR services and business coaching. Marc is the founder of the Alabama Family Enterprise Partnership and has an Industrial Management degree from Georgia Tech.



David Killion
General Counsel, Shook & Fletcher Insulation Co.

David Killion is General Counsel for Shook & Fletcher Insulation Co. David currently manages the legal, risk management and information technology departments for Shook & Fletcher and its related contracting companies. Prior to joining Shook & Fletcher he worked as an attorney in private practice in Nashville.



Chris Morrow
President, Morrow Water Technologies, Inc.

Chris is president of Morrow Water Technologies, Inc. The company is a manufacturer's representative and distributor of pump/process equipment for the municipal market. Chris earned his Bachelor of Art degree in Public Administration from Auburn University.



Grantland Rice IV
Chief Financial Officer and Chief Operating Officer, Cobbs Allen

Grantland's main areas of focus are finance, accounting, technology, and mergers and acquisitions. He also serves as a risk management consultant for Cobbs Allen clients, during which he concentrates on group captives. Before joining the Cobbs Allen team, Grantland was an audit manager at Sellers Richardson Holman & West, where he focused on manufacturing, education, and investment company clients. Grantland received both his Bachelor of Science and Master of Accountancy from Auburn University.



Kristin Scroggin
President, genWHY Communications

Kristin Scroggin has a Masters in Communication Studies, a Bachelors in Communication Arts and has been a Communications Lecturer at the University of Alabama in Huntsville for 11 years. Her passion is Generational Diversity, and for the past five years, she has spoken at conferences and organizations across the United States ranging from Fortune 500 companies to small non-profits.

Alabama Family Enterprise Partnership

6 Office Park Circle, #309, Birmingham, AL 35223-2542. Phone: (205) 879-0432

www.alfep.com