

The Family Business Legacy Speaker Series

Brewed to Perfection: Yuengling CEO & Daughters Share Recipe for Six Generations of Family Business Succession



Get your family business succession-ready with tips and insights from the family with 185 years of successful ownership under their belts — The Yuengling Family!

Join us to hear Dick Yuengling, fifth generation CEO of America's oldest and largest brewery, and his two daughters — Jennifer Yuengling-Franquet and Wendy Yuengling Baker — as they share the secrets to six generations of family business success.

Founded in 1829, Yuengling is heralded for its commitment to tradition and innovation and unmatched record of continuous operation with the longest uninterrupted history of management by a single family in the country. In this lively discussion with Q&A, you will learn:

- Fundamentals for making your family business better, faster and stronger
- Strategies for effective management transitions
- Principles for managing and maintaining healthy family dynamics for greater entrepreneurial success
- Key takeaways for women to help overcome obstacles and challenges on their path to leadership

Don't miss out on this special opportunity for a sneak peek behind the scenes of one of the most successful family-owned and operated businesses in the United States.

JOIN US ON TUESDAY SEPTEMBER 27, 2016

WHEN: 11am-12pm: Beer & lite fare with Yuengling
12pm-2pm: Discussion with Q&A

WHERE: Mandeville Hall
Saint Joseph's University
5600 City Ave
Philadelphia, PA 19131

Attendance is invitation only. Limited seating available to the public

COST: \$35 per guest (\$45 at the door)
Call to redeem IFBE friends and member promo code

TO REGISTER, CALL: 610-660-2220 or [Click Here](#)

The Family Business Legacy Speaker Series is an exclusive opportunity for the family business and entrepreneurial community to gather and discuss "hot topics" and best practices with thought leaders, brand icons and industry experts. The series encourages participants to anticipate and prepare for the next stage of development in their family business, to consider the impact of decisions, celebrate shared values and chart the course for future success. To learn more about annual membership to The Initiative for Family Business & Entrepreneurship, call 610-660-2220.

2016 Presenting Sponsor

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