



*For Leaders Serious about Growth*

Leaders of family businesses are invited to a special **CEO Roundtable** by Canadian Innovators Forum.

Family businesses, when well managed, can be industry powerhouses - see Linamar, Loblaws, Harry Rosen, Magna, Hallmark, Michelin, Wal-Mart. A poorly managed family business can destroy a great deal of wealth.

Join our interactive discussion exclusively for CEOs of family businesses, led by veterans who have maximized the value of their family businesses for their family and their investors.

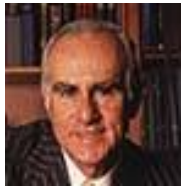
### **Sponsored by Loewen & Partners**

***Sourcing Capital for Growing Companies***

*November 22nd, 10:30 am – 3:00 pm*

### **Henry N.R. Jackman – Honorary Chairman, The Dominion of Canada General Insurance Company**

*Stories from a **Father's** side*



Hal Jackman, former Lieutenant Governor of Ontario, and Member of the Order of Canada, is the honorary chair of E-L Financial Corporation Ltd., a multigeneration, family-controlled organization.

Hal ran the family business started by his father in 1928, and then four years ago handed over the reins to the third generation - his own son. He will discuss the steps that are essential to ensure that the next generation of family leaders will be successful.

E-L Financial Corp. has undergone an IPO, has a rising share price and currently operates through two primary subsidiaries, Dominion of Canada General Insurance and Empire Life Insurance.

### **Tom Deans – Family Business Owner, Symplastics, Ontario based plastics manufacturer**

*Stories from a **Son's** side*



Tom explores the Family Paradox: the same qualities that give family businesses competitive advantages over non-family controlled firms can destroy value at dizzying speed, if ignored.

According to Tom, external shocks (such as FOREX) and competitors will magnify all that is right in a family business and all that has been left unspoken.

Spend an interactive session as Tom talks about the father/son team, the tools to mop the floor with competition and how to save the business from the biggest threat — themselves.

### **Iain Scott – Executive Coach & Retreat Facilitator - will lead this highly interactive session and help you to:**



- Create a family business that will outlast you
- Provide guidance to junior generation members of a business family
- Clarify what steps ensure future value for family members who could inherit ownership
- Learn the hallmarks of family businesses — stable strategies & clan cultures — and how these weaknesses can be the very characteristics that create competitive advantages
- **Talk about the Money** — what needs to be said, how to be heard
- **Attract financing** — know what investors like in a family business (you may be surprised)
- Find out how **Private Equity** can keep family businesses functioning and growing

## Agenda:

10.30 am – 12:00 pm

**Iain Scott**, Chairman of Canadian Innovators Forum – Welcome

**Henry N.R. Jackman**, Honorary Chairman, The Dominion of Canada General Insurance Company – **Stories from a Father's Side**

12:00 pm - 1:30 pm

Networking and hot lunch

1:30 pm – 2:30 pm

**Tom Deans**, Family Business Owner, CEO of Symplastics – **Stories from a Son's Side**

2:30 pm – 3:00 pm

Networking

**Date:** Thursday, November 22nd, 2007  
10:30 am – 3:00 pm

**Location:** The National Club  
303 Bay Street  
Bay Street & Adelaide, Downtown Toronto

**Cost** Members of Canadian Innovators Forum \$90 + GST  
Non Members: \$145 + GST

**To Register (Please note, CEOs of family businesses only, no substitutes)**

**Press reply to this email, or**

**Call 416 961 0740 and ask for Anastassia**



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