How Families Create Opportunity Across Generations: A Forum on the Keys to Long-Term Success for Entrepreneurial Families & Family Businesses

2026 FAMILY WEEKEND ELON

Friday, September 25 | 1:00 p.m. - 3:00 p.m. | Sankey Hall 308

Building a successful business takes vision. Building a family that thrives across generations takes intention.

Join internationally acclaimed family enterprise advisor Joe Astrachan and some of the world's leading family business and entrepreneurship scholars for an interactive Family Weekend forum exploring how families create opportunity, navigate change, and build lasting success across generations.

Whether members of your family own a business, manage family wealth, work together, invest together, hope to launch future ventures, or simply want to prepare the next generation for leadership, this program offers practical ideas, engaging conversations, and actionable strategies for family members of every generation and family-owned or independently-owned organizations at all stages.

WHY ATTEND?

- ☑ **Learn** directly from internationally recognized scholars who helped shape the modern field of family business and who have advised hundreds of business-owning families and entrepreneurs.
- ☑ **Choose** the topics most relevant to your family's future through interactive breakout discussions
- ☑ **Discover** practical tools you can immediately apply to entrepreneurship, governance, succession, and next-generation leadership.
- ☑ **Connect** with other entrepreneurial and business-owning families during Family Weekend.
- ☑ **Share** learning across generations by bringing parents, siblings, grandparents, and future business leaders together.

FEATURED DISCUSSION TOPICS

- Viewing Families as Catalysts for Entrepreneurship
- Preparing the Next Generation for Success
- Anticipating and Overcoming Succession Conflicts
- Understanding Family and Wealth Governance
- Using Family Offices as Engines for Entrepreneurial and Philanthropic Engagement

FAMILY MEMBERS OF ALL GENERATIONS ARE WELCOME. ATTEND AS A FAMILY – THE MORE THE MERRIER!

All family members from all generations are welcome. Bring your parents, students, siblings, grandparents, and other family members for an engaging afternoon of learning, discussion, and networking. Although not required, pre-registration is encouraged to help us plan seating and accommodate all attendees. As a token of our appreciation, families who pre-register and attend will receive a digital copy of the resources and practical frameworks used during each of the breakout discussions after the conclusion of the forum.

BUILD YOUR OWN EXPERIENCE

Unlike a traditional lecture, this interactive forum combines a keynote presentation with two rounds of participant-selected breakout discussions led by world-renowned experts, allowing every family to tailor the afternoon to their own interests.

Opening Keynote

The Three Keys to Long-Term Success for Families in Business

After opening comments, Joe Astrachan, PhD will share decades of research and practical experience working with some of the most prominent business-owning families around the world, highlighting three fundamental principles that help entrepreneurial families and business-owning families thrive across generations.

Roundtable Discussion #1

After the keynote, individual family members choose to attend one of the roundtable discussion topics found below.

Roundtable Discussion #2

Next, individual family members can choose to attend a different roundtable discussion topic from the list found below.

CHOOSE FROM THESE INTERACTIVE ROUNDTABLE DISCUSSION TOPICS

Viewing Families as Catalysts for Entrepreneurship *(Led by Jon Carr, PhD)*
How can families foster an entrepreneurial mindset that creates opportunity across generations? Explore how family values, relationships, and resources can encourage innovation, support new ventures, and help future generations become creators of opportunity.

Preparing the Next Generation for Success *(Led by David Jiang, PhD)*
Preparing the next generation involves more than transferring knowledge or ownership—it means developing a strong family culture that encourages capable, confident, and purpose-driven leaders. Discuss practical strategies for cultivating leadership, entrepreneurial thinking, and healthy family engagement across generations.

Anticipating and Overcoming Succession Conflicts *(Led by Franz Kellermanns, PhD)*
Leadership transitions are among the most challenging moments for any enterprising family. Learn how to anticipate common sources of succession conflict, improve communication, and navigate transitions in ways that strengthen both the family and the enterprise.

Understanding and Applying Family and Wealth Governance Tools *(Led by Esra Memili, PhD)*
Strong governance of family resources and wealth helps families make better decisions, navigate complexity, and preserve both relationships and shared purpose over time. Discover practical governance tools—from family meetings and councils to constitutions and decision-making frameworks—that can support long-term family and enterprise success.

Using Family Offices as Engines of Entrepreneurial and Philanthropic Engagement *(Led by Torsten Pieper, PhD)*
Family offices can do far more than manage wealth—they can help families invest in future ventures, develop the next generation, and create meaningful philanthropic impact. Explore how family offices can become platforms for entrepreneurship, stewardship, and shared purpose across generations.

ABOUT OUR EXPERTS

Collectively, our team of experts has published more than 300 scholarly articles, advised hundreds of business-owning families, served as editors of the world's leading family business and entrepreneurship journals, and includes members of entrepreneurial families spanning multiple generations.

Joe Astrachan, PhD

Opening Keynote Speaker

Joe Astrachan comes from a multigenerational family that has owned or led numerous businesses, including Meindersma, a Dutch pharmaceutical company later acquired by AKZO Nobel, and what was the world's third-largest shipping company in the 1970s. Widely regarded as one of the founders of the modern field of family business research, Joe combines firsthand family business experience with more than 40 years advising and studying business-owning families around the world. A former Editor of *Family Business Review* and co-founder of the *Journal of Family Business Strategy*, he has advised more than 100 family businesses and served on the boards of 19 family companies. Today, he is a Family Business Fellow at Cornell University, a Visiting Scholar at Witten/Herdecke University in Germany and the Institut für Finanzdienstleistungen in Switzerland, and an Affiliated Professor at Jönköping International Business School in Sweden. He earned his bachelor's, master's, and doctoral degrees from Yale University.

Franz Kellermanns, PhD

As a fourth-generation member of his family's business in Germany, Franz Kellermanns brings both lived experience and world-class scholarly expertise to the study of entrepreneurial families. Ranked the No. 1 family business scholar in the United States and among the world's leading entrepreneurship scholars, he is internationally recognized for his research on family enterprise, entrepreneurship, and strategy. Franz is the Addison H. & Gertrude C. Reese Endowed Chair in International Business and Distinguished Professor of Management at the University of North Carolina at Charlotte and holds a joint appointment with WHU – Otto Beisheim School of Management in Germany. He has published more than 150 peer-reviewed articles and serves as an Editor of *Entrepreneurship Theory and Practice*. He previously served as an Associate Editor of *Family Business Review*.

Torsten Pieper, PhD

Torsten Pieper is an internationally recognized expert on family business strategy, governance, and cohesion. As a second-generation member of an entrepreneurial family from Germany, he brings firsthand experience to his research and consulting. He is Professor of Management at the University of North Carolina at Charlotte and serves as Editor-in-Chief of the *Journal of Family Business Strategy*, one of the world's leading scholarly journals dedicated to family enterprise research. He is also Past President of the International Family Enterprise Research Academy (IFERA), the world's largest network of family business scholars. A frequent keynote speaker and advisor to family enterprises, Torsten's research, consulting, and teaching helps business-owning families strengthen governance, sustain growth, and successfully navigate generational transitions.

Jon Carr, PhD

Jon Carr is an internationally recognized scholar of entrepreneurship and family business whose research explores the intersection of entrepreneurship, organizational behavior, and family enterprise. He is the Jenkins Distinguished Professor of Entrepreneurship and Department Head of Management, Innovation, and Entrepreneurship at North Carolina State University. In addition to his academic research, Carr has firsthand experience as both an entrepreneur and business investor, bringing practical insight to his work with entrepreneurial families and business leaders. His award-winning research on family businesses has been published in many of the world's leading management journals. He previously served as an Associate Editor of *Family Business Review*, and is a sought-after speaker and advisor on entrepreneurship, innovation, strategy, and family business.

Esra Memili, PhD

Esra Memili is an internationally recognized scholar of family business and entrepreneurship whose research focuses on family firm strategy, governance, innovation, and resilience. She is Associate Professor of Entrepreneurship and the Margaret Van Hoy Hill Dean's Notable Scholar at the University of North Carolina at Greensboro. She has published more than 70 peer-reviewed articles in leading management and entrepreneurship journals and has authored and edited influential books on entrepreneurial family businesses. Memili serves as an Associate Editor of leading journals such as the *Journal of Family Business Strategy*, the *Journal of Small Business Management*, and the *Journal of Business Research*. A thought leader in the field, her work helps entrepreneurial families and business leaders navigate growth, continuity, and long-term success across generations.

David Jiang, PhD

David Jiang is a family business and entrepreneurship scholar whose research focuses on the social and emotional dynamics of entrepreneurial families. As a second-generation member of his own family's business, he brings firsthand experience to his research and teaching. David is an Associate Professor of Management and Entrepreneurship at Elon University, where he leads family enterprise education initiatives. His research has received numerous Best Paper Awards from leading organizations, including the Academy of Management, the Family Firm Institute, and the Theories of the Family Enterprise Conference, among others, and been published in several leading family business and entrepreneurship journals. David also serves on the Editorial Review Boards of *Family Business Review* and *Entrepreneurship Theory and Practice*, where his efforts to help advance the field have earned him five Best Reviewer Awards from different leading academic organizations.