

Play YOUR Game: Creating and Running a Championship Business

Wednesday, October 31, 2018



Whether you are just starting out in a new business venture or have been running a business for years, join members of Henderson Franklin and Kena Yoke Consulting for **“Play YOUR Game: Creating and Running a Championship Business”** at the Hilton Naples.

Topics and Speakers

Choosing Your Playing Field, Part 1, with presenters Guy Whitesman, Esq., Michael DeLuca, CPA, MBA, and Kena Yoke

Well before doors open, a business owner must consider multiple factors before establishing its corporate structure. In this session, the presenters will discuss the options

available and safeguards to have in place to protect the owner, as well as the corporate and personal assets from potential harm.

Choosing Your Playing Field, Part 2, with presenters Guy Whitesman, Esq., Amy Dalen, Esq., Michael DeLuca, CPA, MBA, and Kena Yoke

The way in which a business addresses tax issues can ultimately lead to its success or failure. In this session, the presenters will discuss tax implications, reasons why it may be necessary to change the corporate structure after a business is running, and retirement planning. They will also share some war stories when these issues are not given full consideration.

Playing to Win: Protecting Your Brand, Talent and Team, Part 1, with presenters Mark Nields, Esq., Shane Finn, and Kena Yoke

It can take years for a business to establish a brand that engages customers and grows revenue. In the blink of an eye, another company can attempt to infringe on your identity and brand. In this session, the presenters will discuss trademark and copyright protection, licensing agreements, international concerns, as well as payroll and sales tax implications.

Playing to Win: Protecting Your Brand, Talent and Team, Part 2, with presenter Suzanne M. Boy, Esq.

Whether you have five employees or 500, protecting the well-being of your organization and its employees should be a top priority. Employment Law Expert Suzanne Boy will discuss ways to effectively prevent and handle workplace issues with regard to non-compete agreements, worker classification (independent contractor or employee; exempt or non-exempt), #MeToo harassment, and performance management.

Succession Planning and Exit Strategies, with presenters Marcie Charles, Esq., Amy Dalen, J.D., Keith Veres, CPA, CGMA and Shane Finn

Eventually, all business owners will exit their business. They may exit by transitioning the business to family members, selling to their management team, allowing the employees to buy it through an ESOP or by marketing and selling the business to an outside strategic or

financial buyer. Whatever path is chosen, thoughtful planning and preparation can significantly influence the owner's ability to realize their long-term goals. In this session, the presenters will discuss business valuation, tax and estate planning considerations, opportunities facing generational businesses and will share what to expect from the formal process of selling a business to outside parties.

Online Registration

Click [here](#) to register online.

Questions?

If you should have any questions or concerns, please contact Gail Lamarche, Director of Marketing at Henderson Franklin at 239-344-1186 or by email at [**gail.lamarche@henlaw.com**](mailto:gail.lamarche@henlaw.com).