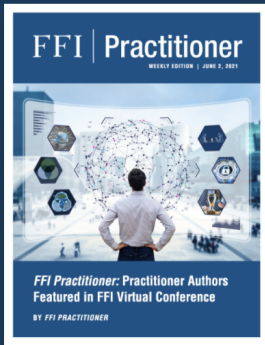


OTHER SURVEYS & STUDIES

# *FFI Practitioner*: Practitioner Authors Featured in FFI Virtual Conference

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### From *FFI Practitioner*

The weekly *FFI Practitioner* issues are part of the overall FFI strategic objectives to be a community of thought-leaders in the advising, consulting, and research fields, while at the same time promoting public awareness of the many dimensions of multi-generational family enterprise across the globe.

Today we are highlighting an overlap of these goals with an issue that features presenters at the virtual conference who are also popular authors and interviewees in *FFI Practitioner*. Read on for more details.

# The FFI Virtual conference takes place on October 18 and 19 and look who's presenting!

## Monday morning, October 18

**Marta Widz and Benjamin Firmenich will present on "Perpetuating the Family's DNA of Sustainability and Resilience: Next Generation's Impact Investing"**



**Marta Widz**  
IMD



**Benjamin Firmenich**  
Firmenich



**Go here** to read Marta's article illustrating how Firmenich, the world's largest privately-owned perfume and taste company, has utilized their concentrated family ownership and governance model to navigate worldwide crises.

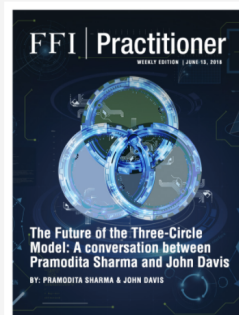
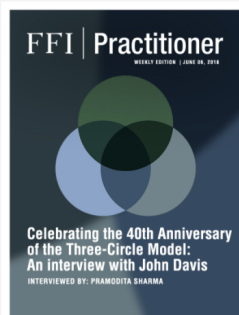
**Pramodita Sharma and Sanjay Sharma will present on “Embedding Sustainability in Family Business: The Role of the Family Business Advisor”**



**Pramodita Sharma**  
University of Vermont



**Sanjay Sharma**  
University of Vermont



This session will play off their newly published book, “Pioneering Business Families Sustainable Development Strategies.” Pramodita is a frequent contributor to *FFI Practitioner*. [Go here](#) to read her **two-part interview** with John Davis on the 40<sup>th</sup> anniversary of the Three-Circle Model.

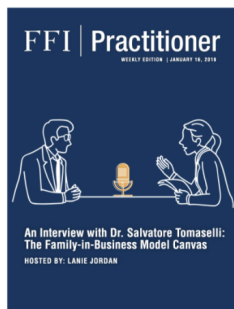
**Peter Jenner and Salvatore Tomaselli will present on the UE-funded SPRING project, discussing The Third Leadership Challenge for Family Businesses**



**Peter Jenner**  
William Battle Limited



**Salvatore Tomaselli**  
University of Palermo



**Go [here](#)** for an interview with Salvatore on “The Family-in-Business Model Canvas.”

Monday afternoon, October 18

**William Kambas, Linda Mack, and Natasha Pearl will present on “Every Sustainable Family Enterprise Needs a Perimeter Fence.”**



**William Kambas**  
Withers Bergman LLP



**Linda Mack**  
Mack International



**Natasha Pearl**  
Aston Pearl



Go [here](#) for Natasha Pearl's article on “How to Preserve Wealth? The Answer is Infrastructure.”

**John Davis will present on “Surviving the Turbulent 2020s as a Family Enterprise.”**



**John Davis**  
Cambridge Family Enterprise Group

In addition to the two interviews referenced above, watch for an upcoming article from John in *FFI Practitioner*.

Tuesday morning, October 19

This half day seminar, “Managing Ethical Dilemmas in Family Business,” will be led by Rania Labaki, Christopher Robichaud, and Wendy Ulaszek. It is limited to 25 attendees, so register today if you are interested.



**Rania Labaki**  
EDHEC Business School



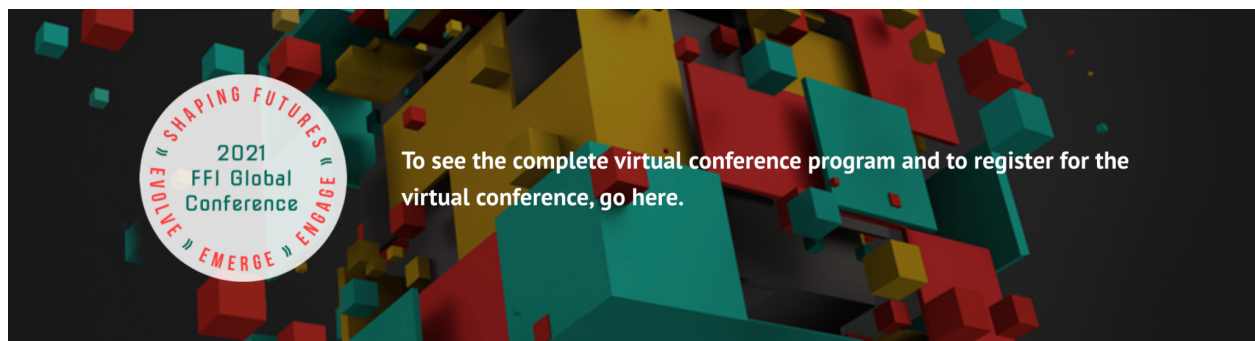
**Christopher Robichaud**  
Lansberg Gersick & Associates



**Wendy Ulaszek**  
Lansberg Gersick & Associates



To listen to Rania’s interview on the occasion of her receiving the 2020 Barbara Hollander Award, [go here](#).



To see the complete virtual conference program and to register for the virtual conference, [go here](#).