President's Symposium of Chicago

"Make Hay While the Sun Shines"
Thursday, September 13, 2018

Luncheon Address by Julie Smolyansky
Lifeway Foods

The Business of Growth

Presidential Presenters

Tom Maas, Master Blender & Founder, RumChata
Tom Maas' expertise in the spirits industry dates back more than 50 years when his love for the distilled spirits industry began as an 11-year-old traveling the world learning about the business from his father, a distilling engineer. Maas' brand formulation and sales management expertise has expanded three of the world's top selling whiskey brands, including Jack Daniel's, Canadian Club and Jim Beam. In addition, he was actively involved from the beginning in the development of ten new liquor brands, each reaching more than $25 million in annual sales revenue. Maas is a 1978 graduate of the University of Wisconsin and received his MBA from DePaul University in 1980 while working for the Jack Daniel Distillery.

Lou Manfredini, Partner & Host, HouseSmarts
Lou Manfredini is a nationally recognized do-it-yourself (DIY) expert, sought after for his expertise and his energetic, entertaining style. As a teen, the Chicago-area native went to work at a local hardware store to learn about housing structures, the tools of building and home improvement projects. Later, during high school, he decided to put what he had learned to practical use and began working as a carpenter's apprentice. Then, in 1987, Manfredini and launched a construction company in Chicago. Armed with his expertise and enthusiasm, Manfredini began a media career when WGN-AM Radio 720 in Chicago launched his idea for a home improvement call-in radio show in 1995. The show quickly caught on and today The Mr. Fix-It Show is the number one Saturday morning radio program in Chicagoland. Manfredini is also the host of Lou Manfredini's HouseSmarts Minutes heard on over 175 radio stations across the United States.

Tom Anderson, President & CEO, Digital Check
Anderson became President and CEO of Microseal in 1987 and the following year acquired Data Conversions Inc., a California based, high speed film and document scanning company, which remains the production facility for Digital Check Corp today. In 1994, he successfully managed the sale of the company’s microfilm (analog) assets to Bell & Howell. This allowed him to change the focus of the company to the emerging document and check (digital) scanning markets. Following the sale of Microseal in 1994, he renamed the company, Digital Check Corp., and has led the success of the company in the check scanning business and brand since then.

Julie Smolyansky, President & CEO, Lifeway Foods
Julie Smolyansky became the youngest female CEO of a publicly held firm when she took over Lifeway Foods at the age of 27 in 2002. Since then, Julie has continued the company’s growth trajectory with creative product development and marketing, bringing an Eastern European product into the U.S. mainstream and boosting annual company revenues to over $120 million in 2017 from $12 million when she took over. Under her leadership, the Company has expanded distribution throughout the United States, Mexico, the UK, and Ireland as well as portions of Central and South America and the Caribbean. She has been named to Fortune Business ‘40 under 40,’ Fortune’s 55 Most Influential Women throughout the United States, Mexico, the UK, and Ireland as well as portions of Central and South America and the Caribbean. She has been named to Fortune Business ‘40 under 40,’ Fortune’s 55 Most Influential Women in 2010.

Rick Hahn, Sr. Vice President & General Manager, Chicago White Sox
Rick Hahn is the Vice-President/General Manager of the Chicago White Sox. Rick Hahn was raised in Winnetka, Illinois. Hahn received his undergraduate degree from the University of Michigan, his juris doctor from Harvard Law School and his MBA from the Kellogg School of Management. Prior to entering the world of baseball, Hahn spent two years as an associate at Steinberg, Moorad & Dunn sports agency, representing more than 150 athletes from Major League Baseball, the National Football League and the National Basketball Association. Hahn has worked as the Director of Major League Administration & Assistant General Manager for the Chicago White Sox before accepting his current role. In July 2011, SportsIllustrated.com ranked Hahn as the #1 General Manager Candidate in Major League Baseball.

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THE PRESIDENTS’ SYMPOSIUM SCHEDULE
Thursday, September 13, 2018

7:30 - 8:45 a.m.
Registration/Networking/Breakfast

8:45 - 9:15 a.m.
Kick Off Address by Tom Maas

9:15 - 10:20 a.m.
Morning Presentations by Lou Manfredini & Tom Anderson

10:20 - 12:00 p.m.
Breakouts/Peer-to-Peer Interactions:
- Considering Future Business Risks – Smart Succession Planning and Portfolio Diversification
- 4 Big Ideas for Attracting Capital
- How Business Digitization is Changing Every Industry AND Strategic Considerations for your Organization!
- Tax Reform Issues Business Owners Must be Aware Of

12:00 - 2:00 p.m.
Lunch
Luncheon Address by Julie Smolyansky

2:00 - 3:30 p.m.
Breakouts/Peer-to-Peer Interactions:
- Innovative Talent Attraction and Retention Strategies
- M&A – Setting the Stage for Success
- Aligning your Digital Marketing Strategy for Maximum Impact

3:30 - 4:00 p.m.
Closing Address by Rick Hahn

4:00 - 5:00 p.m.
Networking Reception

www.tei.net/register
The Presidents’ Symposium of Chicago

A ‘By-Invitation-Only’ Program
For CEOs, Presidents Or Owners

“I thoroughly enjoyed the information and all of the great people I met. The only thing I can think of is more!”

Jonathan Leeb, Machine Tool Recyclers Inc.
The Presidents’ Symposium of Chicago

“Very well run, efficient, organized and relevant!”

Don Zuidema, RestoreWorks
The Presidents’ Symposium of Chicago

“Thank you for the opportunity to attend. It was well worth the time. I connected with some new potential customers and opportunities.”

Michael Hughes, Huen Electric, Inc.
The Presidents’ Symposium of Chicago

You can’t google the solution to an important business problem. What you can do is listen to and discuss how other CEOs have addressed the same issues of concern to your business. From enlightening “case study” presentations to inspiring smaller roundtables and substantial peer-to-peer networking, you’ll get practical solutions, generate new ideas and make valuable business connections.

Presentations
Successful owners and prominent leaders discuss best practices to resolve key business issues.

Roundtable Interaction
Participate in engaging Q&A sessions with the Symposiums’ CEO, faculty and other top-level experts.

Networking
Share ideas, develop leads to expand your market, and build your business through strategic alliances.

Thursday, September 13, 2018
THE GLEACHER CENTER
450 N. Cityfront Plaza Drive, Chicago, IL 60611

The Presidents’ Symposium was created through the efforts of the Advisory Board of Chicago and The Entrepreneurship Institute (TEI) to provide practical solutions, relevant information and valuable contacts needed to thrive in a challenging economy. TEI is the most successful independent non-profit educational corporation organized solely to assist and encourage the growth of American enterprises. Since 1976, TEI has assisted thousands of company presidents in solving problems and developing business contacts that contribute positively to the bottom line.

To learn more about the Presidents’ Symposium and our various other opportunities and esources, visit www.tei.net.

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