

Business Series Looks to Relate

Revived program at USC's Marshall to tackle issues particular to family firms.

After an eight-year hiatus, USC's Marshall School of Business is relaunching its Family Business Program.

The initiative, part of the school's executive education program, will take the form of a series of monthly workshops and seminars about the issues family businesses face, including wealth management and how to communicate as a family without biting each other's heads off when business challenges arise.

It was a program James Ellis ran before becoming Marshall's dean in 2007, when it was shelved.

Ken Ude, director of the program, will relaunch it with a symposium Oct. 8, using a curriculum created by Lee Hausner, author of "Hats Off to You 2: Balancing Roles and Creating Success in Family Business," which she co-authored with Ernest Doud Jr. The book will be used as a text for the series.

"We're going to get into family issues like jealousy and rivalry," Hausner said. "We're going to talk a lot about communication because we've got generational communication issues. We're going to talk about boards, because family businesses often don't do strategic planning, so we are going to look at that and the estate planning process."

Fewer than 40 percent of family-owned businesses transition successfully to the second-generation, and fewer than 13 percent to the third,



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Family Matters: Ken Ude at USC campus in South Los Angeles.

Ude said. Helping generations prepare to transfer ownership and management will be a specific focus.

Designed for businesses with revenue of more than \$10 million a year, participating companies will pay an annual \$12,500 membership fee that will allow all family members to participate in the workshops, some of which will be held at their

businesses. Marshall will initially set up program chapters in Los Angeles and Orange counties, and some 120 participants are expected at this week's kickoff event.

"I can easily see it grow from two to four to six chapters because the subjects are lasting and important," Ude said.

— Hannah Miet

Event With Pope Beyond Belief

PR vet David Herbst scored seat to see Francis speak to joint session of Congress.

Local business leader, public relations consultant and lifelong Catholic David Herbst had the experience of a lifetime as he sat just a few yards behind Pope Francis during the pontiff's address to a joint session of Congress last month.

As soon as Herbst, co-founder of downtown L.A.'s Vectis Strategies, heard the pope was going to address Congress and learned that each rep-

resentative had one seat to spare, he quickly and quietly contacted a local congressman (he wouldn't say which one). Then, in a stroke of what he called "divine intervention," the congressman's spouse opted not to attend, leaving the seat for Herbst.

While Herbst couldn't see the pope's face during the historic address, he was uniquely positioned to see the crowd's reaction — including Supreme Court justices, congressional leaders and Cabinet members. At the end of the pontiff's speech, when he said, "America, the



Herbst

land of the free and the home of the brave," Herbst said his eyes teared up as did the eyes of those around him.

He was so moved by the experience that on the plane ride back from Washington, D.C., he wrote down his thoughts for his four daughters:

"To see the faces of our leaders respond to his presence — from smiles and tears to solemn head nods, all not Catholics, but all Americans — was truly a once in a lifetime experience. It was humbling to be a firsthand witness to history."

— Howard Fine

Looking to Do Well With Water

Manhattan Beach resident Larry Johnson said he took one look at a black-and-white photo of young African girls balancing huge containers of water on their heads while walking to and from water-ing holes so many times a day they couldn't go to school — and he decided to do something about it.



Johnson

"I have a granddaughter about the same age as those girls, and I couldn't image her walking with these containers and not going to school," said Johnson, 64.

He learned that the photos, shot by Gil Garcetti, former Los Angeles County district attorney-turned-photographer and father of L.A.'s current mayor, Eric Garcetti, were taken in Niger, a sub-Saharan nation that the United Nations ranked as the least developed country in the world last year.

So in the spring, Johnson, a management consultant with Studio City's Stanton Associates, took on an ambitious fundraising campaign through the Manhattan Beach Rotary Club, Rotary International and other Rotary groups to raise \$500,000. If that mark is hit, it will be matched by World Vision Inc., a Federal Way, Wash., nonprofit provider of clean water in undeveloped communities. World Vision will use the \$1 million to drill deep wells and create a water system for the 25,000 people in Torodi, Niger.

Johnson said he has raised \$360,000 by reaching out to Rotary groups and individuals. He has until July to raise the rest of the money, but his personal goal is March.

"While I can't write huge

checks, I can raise money and I can talk," Johnson said. "It's about being able to effectively tell a story and having an amazing team in Rotary that also cares."

Ruffing It Royally

If Tamara Kurtzman had her way, she would trade her home in Beverly Grove for a medieval castle in Scotland.

"Years ago, I was visiting Edinburgh and at my hotel, they give you the morning paper," Kurtzman, 34, said. "What's interesting is that it's not uncommon to have a castle listed for sale there."

One castle, she noticed, was listed for about \$2 million.

"Even if you could find that land in California, it's going to cost \$50 million or some absurd amount of money," she said.

Despite the "bargain," Kurtzman said the price was still a bit over her budget.

So for now, the Beverly Hills attorney has decided to pursue her dream on a smaller scale: She built a castle-shaped doghouse for her 2-year-old miniature pinscher, Sir Monte de Blanc.

"He has this sort of elitist, pompous, ridiculous name so I figured he needed an equally elitist and pompous doghouse," she said.

The doghouse, which took several months to complete, has stained-glass windows, hand-carved foam bricks and a lamp inside that automatically turns on at night.

"It took him a while to even get into it; he was very confused about what this thing was," she said. "It took a little coaxing, a few treats and a little pillow. But once it was made a little homier, he got inside."

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CHARLES CRUMPLEY



Sir Monte by doghouse

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