

Rethinking Legacy: Employee Ownership Trusts & the Future of Family Enterprise

Featuring Chad Friesen, CEO, Friesen's Corporation

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What if the future of your family business could be more inclusive, more resilient—and more deeply rooted in community? As succession planning becomes a pressing issue for many family enterprises, a powerful new model is gaining traction: Employee Ownership Trusts (EOTs).

In this thought-provoking session, Chad Friesen, CEO of *Friesen's Corporation*, will share his journey exploring EOTs and why this innovative structure could be a game-changer for family-owned businesses. From preserving legacy to empowering employees and strengthening local economies, EOTs offer a fresh lens through which owners can reimagine the future of their companies.

What You'll Learn:

- How Employee Ownership Trusts work—and why they matter now
- The potential benefits for families, employees, and the broader Manitoba community
- Real-world insights from a leader who's navigating the transition
- Strategic considerations for service providers supporting family enterprises

Whether you're a business owner thinking about succession, a next-gen leader looking for sustainable models, or a trusted advisor to family firms, this session will challenge conventional thinking and open new possibilities for long-term impact.

Come be inspired by a bold vision for ownership, legacy, and community—and leave with ideas that could reshape your business for generations to come.