

WELCOME



**TRAVERSE
CONNECT**

ECONOMIC
STRATEGY
SESSIONS

BUSINESS BOOTCAMP

MAPPING THE FUTURE: BUSINESS SUCCESSION PLANNING

JULY 20, 2022

8:30 - 10:30 AM

DELAMAR TRAVERSE CITY

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ECONOMIC STRATEGY SESSION II

MAPPING THE FUTURE: BUSINESS SUCCESSION PLANNING

Every business will change ownership at some point, whether through retirement, sale, or life events. Leaders and employees need assurance that there is a plan for the future of the business. The main factor contributing to unsuccessful business succession is insufficient planning. Even if you're not planning to exit soon, preparation pays.

Business succession planning is a series of logistical and financial decisions about who will take over your business when the time comes. A good business succession plan strategy is vital to ensuring the continued success of your business, maintaining continuity, and allowing for uninterrupted operations. There are many things to consider, such as tax and cash flow, insurance, liquidity, employee retention, reputation management, and customer experience.

ABOUT THE ECONOMIC STRATEGY SESSIONS

The Economic Strategy Sessions are an initiative by Traverse Connect to engage high-level investors, community leaders, and business owners with the key pillars of our region's economic development strategy, and to provide clear and transparent leadership and guidelines for the growth of our region's entrepreneurial ecosystem. Held three times annually, the 2022 Economic Strategy Session event series is focused on **Business Bootcamp** resources. These presentations and discussion forums are for anyone that wants to gain insight into particular areas of concern that affect multiple industries, such as accessing capital and funding growing businesses, family-business succession planning, supplier/vendor relations, and talent acquisition. The events are co-hosted by 20Fathoms and TCNewTech.

We're excited to bring this event series back in person to allow for networking to facilitate convergence and collisions between our small business owners, entrepreneurs, and the region's stakeholders, legislators, and legacy business owners.



TRAVERSE CONNECT | ECONOMIC STRATEGY SESSIONS

BUSINESS BOOTCAMP

MODERATOR



Laura Oblinger

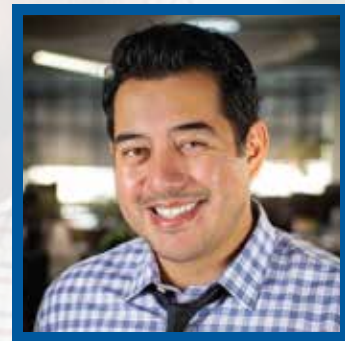
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