

Platinum Event Sponsor:
JPMorganChase

2026 GENERATIONS CONFERENCE

For Family Businesses in the Capital Region

January 22, 2026 | *SAFE Credit Union Convention Center*
8:00 am - 6:30 pm



ABOUT THE CONFERENCE

We're excited to welcome you to the 2026 Generations Conference – an essential gathering for family businesses across California, proudly hosted by the Capital Region Family Business Center. Now in its seventh year, the conference is dedicated to strengthening and supporting the family enterprises that help power our state's economy. Come connect, collaborate, and grow with fellow family business leaders!

REGISTRATION - www.capfamilybus.org/Generations-Conference

Tickets

FAMILY BUSINESS CENTER NON-MEMBER \$420
FAMILY BUSINESS CENTER MEMBER \$315
FAMILY GOLD (10 TICKETS, \$215/EACH) \$2,150
FAMILY SILVER (7 TICKETS, \$240/EACH) \$1,680
FAMILY BRONZE (4 TICKETS, \$265/EACH) \$1,060

New Ticket Policy:

Technical Advisors may purchase 1 ticket. Sponsors & TAs may purchase extra tickets, 1 for each family business that registers noting them as a referral *(through Dec. 15, 2025)*.



COLLABORATIVE LEARNING ENVIRONMENT

The Generations Conference fosters candid conversations and meaningful connections among family business leaders, sponsors, and Technical Advisors – offering real strategies for shared challenges.



TOPICS:

- Leadership & Culture
- Succession/Exit Strategies
- Philanthropy
- Conflict Management
- Family Business Governance
- AI and the Next Era of Family Business Strategy



ENGAGE WITH EXPERTS AND PEERS

Gain practical insights and connect with local experts at this year's conference – designed for the unique challenges of family-run businesses.

