

The Peter F. Secchia Breakfast Lecture




The Seidman College of Business is pleased to invite you to the upcoming Secchia Breakfast Lecture:


Continuing Differently

This in-person event is free and open to the public. Registration is required.

 Thursday, February 22, 2024

 7:30 a.m. Breakfast
8:00 a.m. Program

 L. William Seidman Center
50 Front Ave SW, Grand Rapids, MI 49504

 Fulton Lot; overflow parking in Seward Ramp. View [Campus Map](#).

[» Register Now](#)

by February 14



Northwestern
Kellogg

Justin Craig, Ph.D.

Innovation & Entrepreneurship

Visiting Professor of Family Enterprise Program Director for the John L. Ward Center for Family Business.

[» Justin's Full Bio](#)

Based on his current book *Continuity Model Generation: Integrating Wealth, Strategy, Talent, AND Governance Plans* (Wiley Publishing, 2021), Dr. Craig will discuss a cohesive and comprehensive plan for family business leaders who seek to improve the chances of sustaining success across generations.

Learn More: www.gvsu.edu/seidman/secchia



Questions: +616-331-7100 or busalumn@gvsu.edu