



**Otis. W. Baskin, Ph.D.**

Consultant, Family Business Consulting Group  
Director, EMRISE Corp, Goodwin Corp. Goodman, Inc.

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A consultant with the Family Business Consulting Group, Otis Baskin brings extensive international experience to his focus on management and governance/decision-making issues in family businesses.

He has worked with family-owned businesses in the United States, Europe, Asia and Latin America over the past 20 years Dr. Baskin has spoken on various topics to many organizations including the Family Firm Institute (U.S.), the Family Business Network (Europe), The Conference Board (Mexico) and The World Knowledge Forum (Korea) His primary expertise is in helping business-owning families develop plans for leadership succession, development of next generation leaders, and family/ownership structures/decision processes He was the founding director of the Family Business Forum at The University of Memphis.

Dr. Baskin is Emeritus Professor of management at The George L Graziadio School of Business and Management at Pepperdine University, where he served as dean from 1995 to 2001. His academic career spans more than 30 years, including positions as dean of the Fogelman College of Business and Economics at The University of Memphis; director of the School of Management at Arizona State University, West Campus; coordinator of the management faculty at the University of Houston - Clear Lake; visiting scholar in Family Business at Oxford University, England, and visiting professor for Family Business at ITESM (Monterrey Tech), Mexico.

Dr. Baskin is the author/coauthor of seven books, in addition to numerous academic articles and published papers in the areas of organizational communication and family business. His latest book is Effective Leadership in the Family Business, coauthored with Craig Aronoff. He serves on several boards including the board of directors of EMRISE Corp. where he chairs the Compensation committee and is a member of the Audit committee. He was awarded the Certificate of Director Education by the National Association of Corporate Directors in 2007 and holds a Masters certification from the American College of Corporate Directors. Otis and his wife, Maryan, reside in San Antonio, Texas.



## **David Ladensohn**

Director, Broadway National Bank

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David Ladensohn specializes in conflict prevention and resolution in family businesses, and inter-generational wealth transfers. He serves on the boards of two fourth-generation family businesses: the 9th largest U.S. private company, in New Hampshire, and Broadway National Bank in San Antonio. David retired as CEO of a third-generation manufacturing company in San Antonio after 21 years, before which he worked for Bank of America for 12 years, including as VP-Manager of its Hong Kong Corporate Banking Office.

David volunteers at the Bexar County Dispute Resolution Center and San Antonio Area Foundation; he holds a B.S. in Finance from the Wharton School, University of Pennsylvania, an MBA in International Business from Pepperdine University, and completed the mediation program of PON at Harvard Law School and the Owner/President Manager program at Harvard Business School. David has been married 41 years to Claudia Saxon Ladensohn; their daughter is an entrepreneur in Los Angeles.



**Neal Leonard**

Chief Executive Officer, Leonard Holding Company

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Neal E. Leonard is CEO of Leonard Holding Company, which owns and operates several different business interests. Surlean Foods is a total food solutions provider to the restaurant and retail segments of the food business. New Earth recycles organic waste materials into over 15 different types of garden soils and mulches. Prior to becoming CEO, Neal gained invaluable experience by working in almost all aspects of the business including Production Supervisor, Cattle Buyer, and Vice President of Sales. Leonard Holding Company has approximately 500 employees and over 400 million in annual revenues in the operating company. New Earth expanded to Houston in 2008 and currently is constructing a third location in Katy, TX. Surlean Foods recently expanded to Dallas in April of 2011 with the construction of a ground beef patty operation. In 2012, Surlean expanded in Dallas with the construction of a fully cooked portion of the plant including two different cooking technologies. In addition to the operating companies, Leonard Holding is involved in several real estate ventures as well as various venture capital investments.

Neal is also involved in the community of San Antonio and served as President for the Transplants for Children organization from 2005 to 2007. A non-profit that serves families of children whom have had organ transplants in South Texas. He is former Board Chair of Respite Care of San Antonio. A foster home for special needs children. He has also served on the National Alumni Board for Texas Tech University.

Born and raised in San Antonio, Neal went to college at Texas Tech University. He graduated in 1995 with a Bachelor of Science degree in Agricultural Economics. He recently completed his MBA at the SMU Cox School of Business in May 2011. Neal is married to his wife Megan. They have 3 children, Walker (16), Lexi (14), and Jaidyn (5). In his spare time Neal enjoys golf, hunting, fishing and is an avid runner.