

# Core Principles for Privacy Policies

## Speaking Engagement

Milwaukee Business Journal's Family-Owned Business Virtual Event, Webcast  
October 9, 2020

We are a proud sponsor of the Milwaukee Business Journal's Friday, October 9, 2020 Family-Owned Business Virtual Event.

[Click here to watch the on-demand recording.](#)

Family-owned businesses make up 80 to 90% of all businesses in North America. 2020 has most certainly not been family business as usual. In addition to the unique set of benefits and challenges, the coronavirus pandemic has added another layer of interesting complexity and issues.

Attend this complimentary virtual program to hear feedback from top area family-owned business executives in a panel discussion format featuring real-world insight and a lively audience Q&A moderated by family business expert Dr. David Borst. Local business experts will share case studies examples and solutions to real-life challenges to family-owned businesses with successful outcomes. This event is a must for all-family owned business leaders.

## Panelists

- George Keppler, Owner, Brew City Brand
- Nelson Williams, CEO, Briohn Building Corp.
- Stacey Walthers Naffah, President, Wm. K. Walthers, Inc.
- Austin Ramirez, CEO, Husco

## Moderator

- Dr. David Borst, COO of Family Business Leadership Partners

During the conference, our own Intellectual Property Attorney, Joseph S. Heino will present a Case Study addressing Core Principles for Privacy Policies. Privacy policies are one of many areas often overlooked or addressed via canned language. This creates risk of unnecessary financial threats down the road. Following a few key principles will help ensure that your policy stays relevant and enforceable.

## PROFESSIONALS

Joseph S. Heino  
Partner

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