

# CEO Summit

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AMERICAN BUS ASSOCIATION

### Topics Include:

**-Corporate Governance:** best practices for shareholders and board of directors' duties and responsibilities

**-Succession Planning:** strategies for M&A succession planning and transferring assets to the next generation for business continuity

**-Cyber Security:** preventing and responding to a cyber breach, including post-breach strategies, forensic and regulatory enforcement actions

**-Marketing and Branding:** Customer experience is the next competitive battleground. Your brand is your experience. Find out what creates meaning, a better customer experience and how to be proactive (instead of reactive) when it comes to building a better brand.

Sunday, Jan. 12

2:45- 5:45 p.m.

Room 203/204

ABA's Marketplace

CHI Convention

Center

Omaha, Neb.



**Thomas D. DeMatteo**  
Chief Legal Officer, General  
Counsel and Secretary  
ABC Companies



**Mitch Joel**  
Media Hacker  
(Founder)  
Six Pixels Group



**Karen Painter Randall**  
Chair, Cybersecurity &  
Data Privacy  
Connell Foley



**Teresa V. Pahl**  
Partner  
Hanson Bridgett