

# Naples Daily News

Friday, February 27, 2015

The Wharton School at the University of Pennsylvania

## Naples couple key organizers of entrepreneur conference



Billie and John Resnick

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From Naples, John and Billie Resnick are reaching across the miles to help out top business students at The Wharton School at the University of Pennsylvania.

Recent transplants to the city, they have been key in organizing the 2015 Wharton Entrepreneur-

ship Conference, slated for Saturday at The Hub Cira Centre in Philadelphia, more than 1,000 miles away.

They have recruited some big-name speakers, including Steve Forbes, editor-in-chief of Forbes Media, and Jon Huntsman Jr., a former governor of Utah, whom they call "friends of ours for years."

Neither of the Resnicks is a Wharton graduate, but

they've been supporters of the school for years.

John Resnick — an insurance adviser and entrepreneur — will be one of the speakers at the upcoming conference. He has been a guest lecturer at the school for years, going back to the 1990s.

The upcoming event, called The Startup UN-convention, brings together students, business leaders in Philadelphia,

and entrepreneurs in an interactive format.

It's designed to help budding entrepreneurs "on the verge of greatness" and is organized annually by the Wharton Entrepreneurship Club and Wharton Entrepreneurship.

The all-day conference has room for about 300 attendees, and there still are a few dozen spots open.

See WHARTON, 28

### WHARTON from 18

John Resnick expects others with Naples ties to be at the convention, with so many Wharton graduates owning homes here.

"I have been surprised by the increasing numbers of Naples residents attending these programs," he said.

The Resnicks are principals in The Lutgert Resnick Group in Naples, which advises wealthy families and executives on life insurance and estate planning. The firm was created about a year ago, after the couple relocated here and formed a partnership with key executives and owners in The Lutgert Cos., a diversified company whose services

include development, real estate and insurance.

The Lutgert Resnick Group plans to host Wharton events in Naples, bringing its professors here to share their business knowledge and advice. The hope is to attract a mix of local students and young people, as well as entrepreneurs and business executives, to attend, John Resnick said.

"Wharton is certainly a world-class school and to be able to bring in their intellectual capital, their professors and some of their iconic alumni, for future events in Naples should be quite beneficial to the area," he said.

On Feb. 17, The Lutgert Resnick Group organized a cocktail party for clients and also invited prospective clients and local business professionals to share information about

its services and plans, including Wharton seminars. Stuart Diamond, a Wharton professor who teaches a sought after negotiations course at the school, spoke at the event.

Bud Hornbeck, CEO and president of Lutgert Insurance and one of the owners of The Lutgert Resnick Group, said partnering with the Resnicks made a lot of sense because of the specialized expertise they bring to the table, which isn't easy to come by.

"We're off and running," he said. "I think there is a tremendous need for this level of expertise in the life insurance arena, to be able to do what we are doing."

For more information about the 2015 Wharton Entrepreneurship Conference, see [whartoneclub.com/un-convention](http://whartoneclub.com/un-convention).