



## MONTHLY MESSAGE      FEBRUARY 2006

From Dick Emens, Executive Director & Becky Blatt, Associate Director

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Upcoming Educational Program....

### Impact Your Family Business With The Power of Publicity

Thursday, February 16, 2006

8:00 - 8:30 a.m. Networking

8:30 a.m. - 11:00 a.m. Educational Program

Alumni Hall at Ohio Dominican

Learn how the power of the press can help your family business. Discover how to work with the media and the value of establishing a media relations program for your company. This Family Business Center educational program will be presented by **Kelly Borth, President of GREENCREST Marketing, Advertising, Public Relations**. We believe this will be a very beneficial program!

Kelly will be joined by Joe Lorenz of Pro-Terra Environmental Contracting, Chris Bouzounis of Artina Promotional Products, Mike Schmitt of Jet Container Corp, David Schoedinger of Schoedinger Funeral and Cremation Service and Luke Secrest of The Basement Guys as they share information about how publicity has placed their family businesses above the radar screen.

Come and meet assistant managing editor for Business First, Susan Geier who will be moderating the panel discussion.

Members are welcomed and encouraged to bring employees and other family business leaders to this event as our guests. Guests must be registered to ensure we have enough seats and plenty of coffee available that morning. Please register at

[http://www.familybusinesscenter.com/contact\\_eventreg\\_new.htm](http://www.familybusinesscenter.com/contact_eventreg_new.htm) by Wednesday at noon.

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## THANK YOU DAVID DAUGHERTY, BILL CALVERT AND ROB MASON

The January Roundtable discussion was outstanding. David Daugherty, President of EmergiTech shared the dilemma his family faced when they received the news that his father, co-founder of EmergiTech with 44 employees had terminal cancer. David, employed in California at the time, returned to central Ohio to be with his family, run the business and determine strategies to ensure the future financial security of his family. David shared the challenges he faced while working with his father in his final days, assuming the role of President, dealing with clients, business advisors, employees and potential buyers of the business. Thank you David for your candor and your willingness to share your story and our thanks to Bill Calvert and Rob Mason of Merrill Lynch for having the foresight to know that David's story was one our members would benefit from hearing.

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## FBC WEBSITE UPDATED WITH NEW LOOK AND NEW INFORMATION

We are pleased to announce that we have updated the Family Business Center website [www.familybusinesscenter.com](http://www.familybusinesscenter.com) and included new information that members should find useful. We've added a press room, updated the 2006 events calendar, included some photos from the 2005 Family Business Awards Luncheon, provided a link to a listing of all those family businesses that have been honored at the Awards Luncheon since its inception in 1999 and included several other minor changes that should make the site more informative for our members and for those interested in joining. If you have ideas about information you would like to find on the FBC site, please e-mail Becky at [blatt@familybusinesscenter.com](mailto:blatt@familybusinesscenter.com) with your suggestions.

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## WOMEN IN FAMILY BUSINESS PEER GROUP

The next meeting of the Women in Family Business Peer Group will be held on **Tuesday, March 21, 2006**, at the Office of the Family Business Center, in the Neighborhood House at Ohio Dominican University, from 7:30 a.m. – 9:00 a.m. Bea Wolper, Family Business Center Advisory Board Member and partner in the law firm Chester Willcox and Saxbe will continue her presentation *Are You Getting the Respect You Deserve? Professional Advice for Women Family Businesses Leaders*. If you are a female member of a family business, either as an owner, family member or non-family member manager, we invite you to join us for our second meeting of this newly established peer group. We believe there is much to be gained from the input of experts and much to be learned from the experiences of others. Take advantage of this opportunity to engage in discussion and share ideas with other women leaders of central Ohio family businesses in a small and confidential environment. Continental breakfast will be provided. If you are able to join us please e-mail Becky Blatt at [blatt@familybusinesscenter.com](mailto:blatt@familybusinesscenter.com) and you will receive directions to the office and instructions for convenient parking on campus.

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Next Roundtable...

**Who Can You Trust: Dealing with Non-Family Management Issues**

Thursday, March 16, 2006

7:30 a.m. - 8:00 a.m. - Networking  
8:00 a.m. - 9:00 a.m. - Roundtable Discussion  
Alumni Hall at Ohio Dominican University

We wish we didn't have to talk about this issue at all, but we do. Join us on Thursday, March 16<sup>th</sup> as Kyle Lucas, President and Owner of Capitol Tunneling, Inc., candidly discusses his recent experience of dealing with the loss of long-time key employees who left Capitol Tunneling to form a competing business. The lessons learned from this experience are many. Kyle will share his thoughts about how to handle this difficult situation and Beatrice Wolper, Partner in the law firm of Chester, Willcox & Saxbe LLP will suggest techniques you can employ to protect your family businesses. Register now at [http://www.familybusinesscenter.com/contact\\_eventreg\\_new.htm](http://www.familybusinesscenter.com/contact_eventreg_new.htm) and plan to join us.

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## NEW MEMBER

Contact Information: Chip Chapman, Rebecca Chapman, Al Chapman, Rick Zwelling **The Knowledge Group, Inc.** 1464 Manning Parkway Powell, OH 43065 phone: 614.985.4815 E-mail: [cchapman@4tkg.com](mailto:cchapman@4tkg.com)

Most of The Knowledge Group's clients are small to midsize businesses that have made significant investments in developing skills, knowledge and tools within their organization but are still having trouble getting their team from *Knowing* what to do...to *Getting The Results they Expect!* The Knowledge Group was spun off from ADC Information Technologies, (another Chapman family owned business) in 1999. Originally, most of the focus was on helping organizations get the most from their technology and communication system investments, but over time this has evolved into a more holistic approach, examining all areas of an organization for ways to increase productivity and decrease cost while helping develop strategic plans and management teams deliver results. You can learn more about The Knowledge Group by visiting their website [www.TheResultsFormula.com](http://www.TheResultsFormula.com).

We are pleased to welcome The Knowledge Group, Inc. as our newest Family Business Center Member!

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The Family Business Center of Central Ohio Celebrates...

## TAKE OUR DAUGHTERS AND SONS TO WORK® DAY—FBC'S APRIL 27<sup>th</sup> PROGRAM

Mark your calendar. Bring your kids. Bring your grandkids. Help perpetuate your family business by participating in our April 27<sup>th</sup> Family Business Center Major Program. Take Our Daughters And Sons To Work® Day. This special program is "designed to expand opportunities for girls and boys, expose them to what adults in their lives do during the work day, show them the value of their education, and give them an opportunity to share how they envision their future," said Sara K. Gould, President & CEO Ms. Foundation for Women This year, the Family Business Center of Central Ohio will be offering a program for parents and/or grandparents and their school-aged children or grandchildren on Thursday, April 27, 2006, the nationally recognized

Take Our Daughters And Sons To Work® day. Many school districts in central Ohio encourage children and the adults in their lives to take advantage of this opportunity to expose students to professional occupations by offering excused absences from school.

The Family Business Center has planned a program for the children, grandchildren, nieces and nephews of owners and family members of family owned businesses. This program will allow the children to interact with other children who may, one day, be the future leaders of our central Ohio family businesses. During this program we will examine the benefits and challenges of working in a family business, expose younger family members to the resources available to family businesses and examine the differences between working for family businesses and other types of organizations.

The program begins at 8:30 a.m. and runs until 11:00 a.m. Continental Breakfast will be included. Door prizes will be given to all children attending. Free for members. \$35 per non-member adult. No cost for children but they must be accompanied by an adult. More information about this special program will be available in later editions of the Monthly Message. Mark your calendar now and plan to bring your "future" generation with you to the Family Business Center on Thursday, April 27<sup>th</sup>.

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## **FAMILY BUSINESS CENTER EXHIBITING AT COMMERCE'S NETWORK FAIR AND SPRING SEMINAR**

The Family Business Center will be participating in Commerce National Bank's Network Fair and Spring Seminar on Thursday, March 23, 2006 from 3:00 – 4:00 p.m. just prior to the 4:00 p.m. - 6:00 p.m. presentation of national business speaker and best-selling author Jason Jennings. The Network Fair and Spring Seminar are being held at The Fawcett Center, 2400 Olentangy River Road. Jason Jennings, the keynote speaker for this Commerce event, sorted through 70,000 American companies to find ten whose consistent growth in profits and revenues put them at the top and reported his findings in his current book, *"Think BIG—Act Small,"* released in May 2005.

Some commonalities among the ten companies in Jennings' findings include:

- Humble leaders willing to get their hands dirty
- Few embrace long-term goals
- All quickly shut down losing products

*Entrepreneur Magazine* recommended Jennings' book as a worthwhile read among the well-worn path of best-practices authors.

His book *"It's Not The Big That Eat the Small—It's the Fast That Eat the Slow"* was a worldwide bestseller and was named by USA Today as one of the top 25 books of 2001. His current bestseller, *"Less is More,"* reveals the secrets of the most productive companies in the world.

Commerce National Bank invites Family Business Center members to come and meet Jason Jennings and hear his stories as he shares leadership secrets of the world's fastest, most

productive and successful companies. For reservations or for more information contact Martin Brady of Commerce National Bank at [martin.brady@cmbcbank.com](mailto:martin.brady@cmbcbank.com) or by phone at 583-2200.

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## HOLD THE DATE—Thursday, August 17, 2006 2006 FAMILY BUSINESS CONNECTION: TOUR AND NETWORKING

This annual event is for Family Business Center members and their families and for invited guests of members who are interested in learning more about the Family Business Center. This year we are pleased to announce that the R.W. Setterlin Building Company has generously agreed to host the Family Business Center's 3<sup>rd</sup> Annual Family Business Connection: Tour and Networking Event at The Ohio Fire Academy located at 8895 E. Main Street in Reynoldsburg. An expansion project of the Ohio Fire Academy is one of R.W. Setterlin's current construction projects. From 4:00 p.m. – 5:00 p.m. the Setterlins will take us on an up-close and personal tour of their construction project and the Ohio Fire Academy staff will lead us on a tour of the existing Academy facility where we will get to see the search and rescue training operation, the fire trucks and equipment, and live fire training techniques. Food and cocktails will be served and networking will begin at 5:00 p.m. immediately following the tour. We'll be enjoying good food, outstanding company and fine conversation until 7:00 p.m. that evening. Plan to come out and join us for all or part of the 3<sup>rd</sup> Annual Family Business Connection. This event is appropriate for all ages and we encourage you to bring your families. We will begin taking registrations in July.

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## REMINDER--UPCOMING MEETING OF FBC ADVISORY BOARD

The next meeting of the Advisory Board of the Family Business Center has been scheduled for Wednesday, February 22, 2006 from 5:00 – 7:00 p.m. at the office of Chester Willcox and Saxbe, 65 E. State Street, 10<sup>th</sup> Floor. If you are a member of the Advisory Board, please mark your calendar and plan to join us. Please let Becky Blatt know if you will be coming via e-mail at [blatt@familybusinesscenter.com](mailto:blatt@familybusinesscenter.com)

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## COMPLIMENTS OF SEQUENT

### **Is There a Dangerous Word in Your Handbook?**



**Caution: Choose the words** you put in your employee handbook carefully. Implications can be dangerous...and far-reaching. Click "Full Article."

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## FBC SEEKING ITEMS FOR GIFT BAGS FOR CHILDREN

Thank you to **GBQ Partners, Highlights for Children and Ohio Dominican** who generously responded to our request last month for items to go in the gift bags we are preparing for the children visiting the Family Business Center in April as part of our Take Our Daughters and Sons to Work Program. If your family business would like to donate magnets, pens, trinkets, coupons or give-away items with your family business logo on them we will gladly accept your offering. At this time we are preparing to have as many as 50 children join us for this event so we will need 50 pieces from your business so that all of our gifts to the children are identical. You can bring them with you to any of the upcoming Family Business Center meetings or we will be happy to come to your office to pick them up.

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## RESOURCE TABLE NOW AVAILABLE FOR MEMBERS USE

As a service to our members, we will have a table available in the lobby of Alumni Hall, during each of our events that may be used to distribute information or products to other members. You may use this "Resource Table" as a means to make available your company newsletter or promotional material, event fliers for your events that our members would be welcome to attend, company give-away items you might want Family Business Center members to have and we encourage you to use it to share news of an award or special recognition your business may have recently received. Feel free to place anything you'd like on the Resource Table but please be sure to take anything that remains with you at the conclusion of the meeting so your materials don't get discarded by the University maintenance staff.

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## FBC DATES FOR YOUR CALENDAR

**Thursday, February 16, 2006 – 8:00 a.m. – 11:00 a.m.**

in Alumni Hall at Ohio Dominican University  
Educational Program

**Wednesday, February 22, 2006 – 5:00 p.m. – 7:00 p.m.**

Meeting of the Advisory Board  
Office of Chester Willcox & Saxbe  
65 E. State Street 10<sup>th</sup> Floor

**Thursday, March 16, 2006 – 7:30 a.m. – 9:00 a.m.**

in Alumni Hall at Ohio Dominican University  
Breakfast Roundtable

**Tuesday, March 21, 2006 – 7:30 a.m. – 9:00 a.m.**

At the Family Business Center Office  
*Women in Family Business Peer Group Meeting*

**Thursday, April 27, 2006 – 8:30 a.m. to 11:00 a.m.**

in Alumni Hall at Ohio Dominican University  
Educational Program

**Thursday, May 18, 2006 – 8:00 a.m. to 11:00 a.m.**

in Alumni Hall at Ohio Dominican University  
Educational Program

**Thursday, August 17, 2006 –4:00 p.m. – 7:00 p.m.**

**Family Business Connection: Tour and Networking Event**

Hosted by R.W. Setterlin Building Company at the Ohio Fire Academy  
8895 E. Main Street, Reynoldsburg, OH

**Thursday, September 21, 2006 – 8:00 a.m. to 11:00 a.m.**

in Alumni Hall at Ohio Dominican University  
Educational Program

**Family Business Center of Central Ohio**

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