



*Central Ohio's
Resource for Family Businesses*

MONTHLY MESSAGE

MARCH 2006

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

This Thursday...

WHO CAN YOU TRUST: DEALING WITH NON-FAMILY MANAGEMENT ISSUES

Thursday, March 16, 2006

7:30 a.m. - 8:00 a.m. - Networking & Breakfast

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 this Thursday, March 16th as Kyle Lucus, President 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 he handled 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 and plan to join us.

THANK YOU

Thank you Kelly Borth, president of GREENCREST, for your informative presentation about the power of publicity at last month's educational program. Thank you to panelists, David Schoedinger, Chris Bouzounis, Joe Lorenz, Luke Secrest and Mike Schmitt for sharing your thoughts about the impact your company's PR programs are having on your family businesses. Thank you Susan Geier of Business First for moderating the morning's discussion.

WOMEN IN FAMILY BUSINESS PEER GROUP—NEXT MEETING TUESDAY, MARCH 21st

The Women in Family Business Peer Group will meet next week 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 and you will receive directions to the office and instructions for convenient parking on campus.

The Family Business Center of Central Ohio Celebrates...

TAKE OUR DAUGHTERS AND SONS TO WORK® DAY—FBC'S APRIL 27th PROGRAM

This year, the Family Business Center of Central Ohio, will be offering a special program, from 8:30 a.m. to 11:00 a.m. on Thursday, April 27, 2006 in conjunction with the nationally recognized Take Our Daughters and Sons to Work Day®. This Family Business Center event is for adults and the children, grandchildren, nieces and nephews of owners and family members of family owned businesses.

This special program will utilize interactive activities and panel discussions as we expose younger family members to the benefits and opportunities of working in a family business. Children will be given time to interact with other future leaders of Central Ohio's family businesses and will learn more about what their parents and grandparents do during the work day. Adults will gain information about Family Councils and learn strategies for beginning discussion with younger family members about future opportunities within the family business.

Many school districts in central Ohio encourage participation in Take Our Daughters and Sons to Work Day® as a way to expose students to career options and occupations by offering excused absences from school.

Continental Breakfast will be provided and door prizes will be given to all children attending. Free for FBC members. \$35 per adult/child pair if not a member of the Center. No cost for additional children. All children must be accompanied by an adult to participate. The event is being held in Alumni Hall at Ohio Dominican University. To register for this special program please visit www.familybusinesscenter.com.

If you haven't already provided us with the names and addresses of the school-aged members of your family, please e-mail Becky at blatt@familybusinesscenter.com so that invitations to attend this special event can be mailed directly to the students, at their homes, at the end of March.

NEW MEMBERS

German Village Guesthouse

Contact Information: John Pribble and Darci Congrove, 748 Jaeger Street, Columbus, Ohio 43206, 614.437.9712, 866.587.2738 (toll free) 614.340.9539 (fax) info@gvguesthouse.com

More a boutique hotel than traditional bed and breakfast, German Village's newest family business, the German Village Guesthouse, offers two spacious and contemporary guest rooms and the luxuriously appointed Whittier Suite in archetypal German Village setting. Owned by the husband and wife team of John Pribble and Darci Congrove, The German Village Guesthouse is a welcoming destination for guests of neighborhood and downtown residents, tourists and business travelers. Guests will enjoy a superior hospitality experience created by modern design contrasted with historic architecture, featuring lush private gardens and exceptional service. Located just one minute south of downtown Columbus, in the heart of the nation's largest privately funded historic district, the German Village Guesthouse is only a few short blocks away from the best that German Village and Columbus offer. Reservations can be made and more information about the German Village Guesthouse can be found on their website at www.gvguesthouse.com

Black Walnut IDC

Contact Information: Robert Troup and Pamela Troup, P.O. Box 410, Pleasantville, OH 43148. Phone: 740-468-9011. email: robert@bwidc.com

Black Walnut IDC helps businesses formulate and implement strategic plans designed to gain their company long term measurable competitive advantage. They approach the process of strategic planning for small businesses in a methodological fashion. This includes facilitating discussions of the client company's vision and goals, creating an assessment of where the client company is both internally and in its relation to the external environment, making recommendations to take the client company from where it is now to where it is envisioned to be, implementation and execution of identified initiatives, and assisting in development of a long term evaluation process to adequately monitor progress toward those visions and goals. Black Walnut IDC was founded almost a year ago by Robert and Pamela Troup to address the need of smaller businesses to take advantage of some of the benefits of the strategic planning process enjoyed by large firms, without themselves having to become expert in the process. For more information about Black Walnut IDC you can visit their website at www.bwidc.com.

Buckingham, Doolittle and Burroughs

Contact Information: Tom Bonasera, 191 West Nationwide Blvd., Suite 300 Columbus, Ohio 43215 Phone: 614.227.4263 (Direct) 888.686.2825 (Toll-Free) e-mail: tbonasera@bdblaw.com

Buckingham, Doolittle & Burroughs, LLP is a full-service law firm and the Family Business Center's newest Service Provider Member. They serve clients from sole proprietors to multinational corporations. Buckingham has particular expertise in business issues, litigation, public finance and securities. The firm's clients are representative of virtually every industry and trade. Services include advising, drafting and transactional matters as well as litigation. Buckingham is committed to finding practical solutions to legal problems. The breadth of its practice in all forums often enables the firm to avoid disputes by providing legal guidance before

problems arise. When necessary, Buckingham represents clients in complex litigation and arbitration matters before courts, administrative agencies and arbitration panels. Buckingham, Doolittle and Burroughs focuses on meeting client objectives, maximizing recovery and containing costs. They are dedicated to maintaining the trusting client relationships developed through the years by offering common-sense advice and legal services of the highest quality. More information about the services Buckingham, Doolittle and Burroughs provides can be found on their website at www.bdbl.com.

MEMBER NEWS

- R.W. Setterlin Building Company was recently awarded the \$9.1M contract for the construction of two new elementary schools in Newark. Carson Field and Hillview Elementary Schools will be identical 57,000 square-foot buildings. The two-story elementary schools each consist of 27 modern classrooms, state-of-the-art media center, cafeteria, gymnasium, and stage. The schools are scheduled for completion in June 2007.
- FBC members are invited to join Sequent, the Human Capital Institute and Franklin University for a FREE breakfast and networking session on Thursday, March 30.

This event will feature a presentation by Allan Schweyer, Executive Director, Human Capital Institute and author of "Talent Management Systems." Allan has been involved in HR technologies since 1994 when he pioneered e-recruitment solutions for Human Resources Development Canada. His presentation, "The Impact of Talent on the Global Competitiveness," will discuss the critical role global talent and human capital will play in defining the future for ourselves, our children, our organizations, communities and the nation.



This live event is FREE, on a first-come, first seated basis - so bring your entire team, or invite your clients and prospects, but hurry. Please register today by calling Sequent at 866-538-1909, or [register online](#).

- The Family Business Center received publicity in this month's edition of SmartBusiness Columbus. This edition also included feature stories on our Service Provider Member Joe Cole of Sequent and Family Business Center member Bobbie Ruch of Acloche. Online stories can be viewed at <http://columbus.sbsonline.com/default.asp?ind=4853>
- FBC Member White Castle was featured on the front page of the Business Section in The Columbus Dispatch on Sunday, March 5, 2006.
- Dave Edwards Jr., Dave Edwards Sr., and Jon Edwards of Edwards Steel donated an AISC Teaching Structure to The Ohio State University. The dedication was held on

January 19, 2006. Dave Sr. and Dave Jr. are both Ohio State Alumni.

- Team Fishel will be at booth #415 at the TelecomNEXT show in Las Vegas March 21-22, 2006 at Mandalay Bay. TelecomNEXT brings together the wireline, wireless, cable, and IP communications companies together at one time and under one roof. Rick Keeler of Team Fishel will be on-site to discuss Fiber to the Home networks and Managed Network Systems.
- Charles Penzone Family of Salons has announced that electronic gift certificates are now available from www.charlespenzone.com. Choose the "electronic delivery option" from the charlespenzone.com gift card page and you can instantly send the e-gift certificate to your recipient, print it out or save it for later.
- Miles McClellan Construction Company has opened a regional office in Dayton at 907 W. 5th Street | Suite 400 | Dayton, OH 45402 | ph: 937-223-7744 | fx: 937-223-8655.

DOES YOUR FAMILY BUSINESS HAVE A VIABLE DISASTER RECOVERY PLAN?

Source: Family Business Magazine E-Newsletter, February 21, 2006

Many business leaders fail to keep their business-continuity plans up to date, warns Eric Trapp, a senior executive with Accenture's security practice, based in Los Angeles. Executives who don't adjust their plans to account for changes in the business, in technology and in the business leader's personal circumstances may be unprepared when disaster strikes, Trapp notes. He recommends that leaders ask themselves these questions:

1. **When was the last time I tested my disaster-recovery plan?** How comprehensive was the test? How realistic was the disaster scenario used? Was an outside observer watching and documenting it? Were issues or problems that occurred during the test tracked, followed up on, and resolved?
2. **Have there been technology changes since the last time I felt comfortable with our business-continuity plan?** Have we put new storage and network technologies in place?
3. **Has my business changed?** Have any new processes instituted since the plan was developed been incorporated?
4. **What are today's threat scenarios?** What's changed in the geopolitical environment? Is the company located in an area where there is a high risk of unrest?
5. **How am I positioned for risk mitigation with my insurer?** Have I looked at my business continuity capability as a way to lower overall insurance premiums?
6. **When was the last time I updated the plan?** Is there a person in the organization who is responsible for ensuring that our business continuity efforts are current and relevant? Am I getting frequent enough updates on progress?
7. **Have I developed my business-continuity plans in a vacuum?** Have recovery plans for my information technology services, my facilities and my people been coordinated so

- they aren't redundant and there are no gaps? Am I following laws and regulations?
8. **What about the people outside my organization who could have an impact?** Do vendors and outsourcing partners have sound business continuity plans in place so my business is not left vulnerable? What about my supply chain?
 9. **Have I leveraged my organization's capabilities to my best advantage?** Am I able to provide a recovery capability within my own corporate confines?

ODU ACCEPTING APPLICATIONS FOR FAMILY BUSINESS SCHOLARSHIP

In 2005, the Maish Family Business Scholarship Program was established through the generosity of Judy and Tom Maish as a means of providing financial assistance to entering freshmen at Ohio Dominican University. In addition to this scholarship, eligible students may also receive a combination of financial aid and scholarship funds to meet their demonstrated need to attend Ohio Dominican University this fall. The Maish Family Business Scholarship may be renewable up to four years.

The primary criteria for selection of a student to receive an award are as follows:

- The student is a member of a family who owns a business or wishes to start a family business;
- The student has maintained at least a "B" average and a record of charitable work or community involvement;
- The student has demonstrated financial need as determined by the University; and,
- The student has already applied for admission to Ohio Dominican University.

Applications for The Maish Family Business Scholarship should be submitted to:

The Maish Family Business Scholarship
Office of Admissions
Ohio Dominican University
1216 Sunbury Road
Columbus, Ohio 43219-2099

All applications will be reviewed and finalists will be contacted for a campus interview.

Please contact the Ohio Dominican University Office of Admissions at (614) 251-4500 for additional information.

COMPLIMENTS OF SEQUENT

Tax-Wise Way to Pay Medical Costs



There's a relatively new option to pay for out-of-pocket health costs.

It's called a Health Savings Account and it provides individuals and businesses a tax-advantaged vehicle to pay medical bills. Best of all, unlike flexible spending accounts that have a "use it or lose it" feature, you don't have to spend all the money in the account every year. You can carry over any unused portion to the next year. Here's a rundown of what individuals

and businesses can expect from these innovative accounts.

[Full Article](#) Copyright © 2006

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 3rd 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 3rd 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.

FBC DATES FOR YOUR CALENDAR

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

Ohio Dominican University
1216 Sunbury Road
Columbus, Ohio 43219

www.familybusinesscenter.com

J. Richard Emens

Executive Director
(614) 334-6129

emens@familybusinesscenter.com

Becky Blatt

Associate Director
(614) 253-4820

blatt@familybusinesscenter.com

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