



MONTHLY MESSAGE NOVEMBER 2007

A monthly publication of the Family Business Center of Central Ohio
The Family Business Center is located on the campus of Ohio Dominican University in Columbus, Ohio
www.familybusinesscenter.com

December's Roundtable...

IMPROVING FAMILY BUSINESS WEBSITES

UNRAVELING THE WEB

Thursday, December 6, 2007

7:30 a.m. - 9:00 a.m.

Alumni Hall at Ohio Dominican University

Presented by: Matthew Carlson, Art Director, GREENCREST

If your web site isn't bringing in the business you hoped for (or if you don't have a web site), this Program is for you! Effective Web strategies begin with an understanding of how the Web works. In this topical presentation, learn user-friendly design approaches and whether a content management system, a custom application or open source solution is more advantageous for your family business. Learn search engine optimization tips, why they matter and develop an understanding of Web statistics—what they mean, what to look for and how they can be beneficial to your family business. Matthew Carlson, Art Director at GREENCREST will use an interactive process to evaluate Family Business Center member volunteered sites during this presentation and will offer feedback on how family businesses can obtain better Web results.

This is a "must see" presentation for family business owners, their marketing staff members and their company webmasters. Please rsvp online at http://www.familybusinesscenter.com/contact_eventreg_new.htm or respond to this e-mail to let us know you'll be attending.

THANK YOU

Our sincere thanks to Ken Keller, formerly of Triad, Inc. and Jerry Bordner of Laser Reproductions, for sharing their family business succession stories during our October Roundtable discussion, ***Advice From Parents Who Have Handed Down Their Family Business***. We appreciate their insight and the suggestions they offered to family business owners about ways to ease the leadership transition process.

9th ANNUAL FAMILY BUSINESS AWARDS PROGRAM

Congratulations to 10 Outstanding Central Ohio Family Businesses

On November 2, 2007, at **The 9th Annual Family Business Awards Luncheon**, we celebrated the success of 10 outstanding central Ohio family businesses.



2007 HONOREES

Baesman Printing Corporation
Buckeye Printing and Mailing
David Stanley and Associates
Hill Distributing Company
Inn and Spa at Cedar Falls
McKee Door Sales
Mid Ohio Business Machines
Ohio Exterminating Company
The Robert Weiler Company
The Wallick Companies

"The Family Business Center of Central Ohio has a rich history of recognizing successful family-owned businesses that we look forward to celebrating with them each year," said Dick Emens, executive director of the Family Business Center. "This year we gave special recognition to the accomplishments of all the honorees. These organizations demonstrate a living commitment to the continuation of their outstanding businesses on behalf of their families, their employees and their customers. We are grateful for the significant contributions these businesses make to our community." More than 130 nominations were submitted this year. The honorees selected were family businesses that have demonstrated a history of success, growth and innovation, exceptional family dynamics and outstanding communication with employees. Thank you to our judges; Mary Lynn Foster of Charles Penzone Family of Salons, Jerry Bordner of Laser Reproductions, Mike Schoedinger of Schoedinger Funeral and Cremation Service, Bill Reynolds Sr., of Rent-A-John Portable Sanitation, Scott Rider and Earl Avakian of Mass Mutual, Kit Murphy of Chester Willcox and Saxbe, Martin Brady of Commerce National Bank and Dr. Jay Young of Ohio Dominican University and thank you to our event sponsors, Mass Mutual, Commerce National Bank, Chester Willcox and Saxbe, GREENCREST and Business First for making this annual celebration possible.

Coming in January...

WORKERS COMP IS CHANGING: IS YOUR FAMILY BUSINESS PREPARED?

Thursday, January 17, 2008

7:30 a.m. – 9:00 a.m.

Alumni Hall at Ohio Dominican University

Presented by: Sherri Simpson, Ohio Bureau of Workers Compensation

The Ohio Bureau of Workers Compensation is in the process of taking action to change the group-rating program that has been in existence for years to resolve what they feel are inequities in the current system. While a comprehensive review of the group rating program is currently under way, leaders of the Ohio workers comp system have indicated that immediate reductions in group rating discounts for employers are necessary for the 2008 policy year. This will mean significant increased costs for many family businesses. Sherri Simpson of the BWC Community Relations Department will talk about the administration's position, BWC's short and long term plans, BWC programs and incentives that can help lower a company's annual workers comp expense and provide members of the Family Business Center with answers to their questions. Don't miss this opportunity to spend time with an Ohio BWC employee who can shed light on this "hot topic" and become your company's contact at the bureau.

FAMILY BUSINESS CENTER DIRECTOR INSIGHT

In the recently released 2007 American Family Business Survey (story below) the authors report: "Among family business owners who expect to retire in five years, **fewer than half** have selected a successor; of those expecting to retire in six to eleven years, less than a third have done so. Nearly a third has no estate plan beyond a will and only 54% report a clear understanding of the impact of estate taxes, which can jeopardize future generations' ability to continue the business." **Knowing these statistics, the Family Business Center of Central Ohio and our 16 Service Provider members stand ready and willing to assist central Ohio family business leaders in *not* being one of these unprepared family businesses. If you want help in identifying a successor, developing a succession plan or revising your estate plan to protect the longevity of your family business, please call us.** We are here to help. And, if these statistics don't apply to you (and we hope they don't) be a good citizen and introduce family business owners you know, who might need help, to the Family Business Center of Central Ohio.

In April of 2008, we are planning a ½ day intensive workshop to provide assistance to family business owners who are interested in developing (putting it in writing) a succession strategy and/or establishing or updating their estate plans. If you are interested, mark your calendar for Saturday, April 26, 2008. We will provide more details in January about how to register for this ½ day working session. –Dick Emens & Becky Blatt, Family Business Center of Central Ohio

NEW MEMBER

Mlicki

Jason Mlicki, President

1847 W. Fifth Ave. Columbus, OH 43212 phone: 614.486.0286 www.mlicki.com

Mlicki is a strategic design firm headquartered in Grandview. It helps organizations build brands that stand out in a

world of clutter. Companies such as Alliance Data, Ashland, Emerson, Sequent and Valvoline have relied upon Mlicki to create communications that evoke thought, create conversation, and encourage action. With 10 employees, including 3 family members, Mlicki is a 2nd generation family business.

MEMBER NEWS

- Congratulations to FBC's Executive Director, Dick Emens. In another volunteer position, he chairs the Investment Committee of the Ball State University Foundation in Muncie, Indiana which was named Small (under \$500 Million) Nonprofit of the Year for its outstanding investment policies by Institutional Investor Magazine. The Ball State Foundation, with assets of \$235 Million, has achieved a five year average return of 16 percent as of September 30, 2007, and was selected over several thousand peer organizations.
- Ohio Dominican University will be holding an informational session on Wednesday, December 5th at 6:00 p.m. in Sansbury Hall for anyone interested in learning more about Ohio Dominican's MBA program. Family Business Center members, their family members and employees are invited to attend. Reservations required and can be made by calling 251.4725.
- FBC Service Provider GBQ Partners has been named one of the "Best Places to Work" in Business First's 2007 Best Places To Work awards program.

INTRODUCING A NEW LOOK FOR THE FAMILY BUSINESS CENTER

As we get ready to celebrate the 10th anniversary of the Family Business Center in 2008, we thought it would be appropriate to give the Center a new and improved look. In the coming months, we will be updating our marketing materials and our online appearance with new colors and a new logo, designed for us, compliments of GREENCREST. So, don't be confused if the Family Business Center of Central Ohio appears to be little bit sharper and a little bit edgier...it's just our attempt to continue to be the best local resource for the leaders of central Ohio's family businesses.



If you are a Family Business Center member and would like to display our logo on your website, along with the affiliations you have with your local chambers, Industry Associations or the Better Business Bureau, we would be honored to have a spot on your company's website. Have your webmaster e-mail Becky Blatt, Associate Director at blatt@familybusinesscenter.com and we will provide an electronic copy of our logo for your use.

Women in Family Business Peer Group

Continue to discuss the Gender Communication Gap

The next meeting of the Women in Family Business Peer Group will be held on Tuesday, January 22, 2007 from 7:30 a.m. – 9:00 a.m. at Ohio Dominican University. Any female owner, employee or family member of a Family Business Center member company is welcome to attend.

Bea Wolper, Family Business Center Board Member and partner in law firm Chester Willcox and Saxbe will continue to lead our discussion about “Understanding the Gender Communication Gap in your Family Business”. Come prepared to continue our conversation about maneuvering through the gender communication gap(s) in your business. RSVP to Becky Blatt at 614.253.4820 or via e-mail at Blatt@familybusinesscenter.com if you plan to join us in January.

Next Generation Family Business Peer Group

2008 Meeting Dates Announced

The Next Generation Family Business Peer Group is now full...full up, full of ideas, full of questions, full of life and just waiting to begin meeting. Thank you to those of you who have expressed an interest in participating and committed the time to yourself and your peers in 2008. The group will be meeting at Ohio Dominican’s Easton Campus, 4449 Easton Way Suite 100, on the following dates:

Tuesday	January	8	2008	7:30 a.m. - 9:00 a.m.
Tuesday	February	12	2008	7:30 a.m. - 9:00 a.m.
Tuesday	March	11	2008	7:30 a.m. - 9:00 a.m.
Tuesday	April	8	2008	7:30 a.m. - 9:00 a.m.
Tuesday	May	13	2008	7:30 a.m. - 9:00 a.m.
Tuesday	June	10	2008	7:30 a.m. - 9:00 a.m.
Tuesday	July	8	2008	7:30 a.m. - 9:00 a.m.
Tuesday	August	12	2008	7:30 a.m. - 9:00 a.m.
Tuesday	September	9	2008	7:30 a.m. - 9:00 a.m.
Tuesday	October	14	2008	7:30 a.m. - 9:00 a.m.
Tuesday	November	11	2008	7:30 a.m. - 9:00 a.m.
Tuesday	December	9	2008	7:30 a.m. - 9:00 a.m.

AMERICAN FAMILY BUSINESS SURVEY RESULTS RELEASED

Source: Family Firm Institute

In the summer of 2007, the American Family Business Survey canvassed family-owned businesses to gauge strengths, challenges and changes since the previous study, which took place in 2002. The study, interpreted by

Kennesaw State University and underwritten by Mass Mutual Life Insurance Company (Mass Mutual) and the Family Firm Institute found that family business owners are:

- More optimistic about future growth
- Lacking a sense of urgency around retirement and succession planning
- Selecting women leaders
- Holding themselves and their employees to a higher ethical standard
- Expanding their use of the traditional management toolkit
- More unified behind common family values
- Placing their trust with family members and key financial advisors

A total of 1,000 companies responded to the 2007 Mass Mutual Life Insurance Company –Kennesaw State University—Family Firm Institute American Family Business Survey, providing the latest views by family businesses on the challenges they face and the secrets of their success, The businesses were surveyed during the summer of 2007, making the results timely and relevant. The businesses represented are overwhelmingly controlled by families, with 83.1% of them being wholly family owned. More than three quarters (76.2%) of all firms own 100 percent of the voting shares, providing the owning families with total control of their firms. And the families decidedly want to keep their businesses in family hands, with 86.3 percent of the respondents believing that the business will still be controlled by the same family in five years. The vast majority of the firms are in their first (61.8 percent) or second (25.6 percent) generation of family ownership.

To read the entire report or to download a complete copy of the survey visit

http://www.familybusinesscenter.com/Press_Releases/American%20Family%20Business%20Survey%202007.pdf

THE CHALLENGES OF ADMINISTERING FAMILY AND MEDICAL LEAVE Compliments of Sequent



The Family and Medical Leave Act (FMLA) requires companies to provide unpaid leave for certain family and medical reasons. However, many companies have difficulty administering the law because they must determine which absences qualify, when the leave begins, and ensure that a variety of other requirements are met. Here are two cases

in which the courts ruled in favor of employers after staff members were denied FMLA leave. [Full Article](#)

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FBC DATES FOR YOUR CALENDAR

Thursday, December 6, 2007 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University

Topic: Marketing Strategies for Family Business

Roundtable Discussion

Thursday, January 17, 2008 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University

Topic: Workers Comp Is Changing: Is Your Family Business Prepared?

Roundtable Discussion

Thursday, February 21, 2008 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University

Roundtable Discussion

National Entrepreneurship Week

February 23 – March 1, 2008

Thursday, March 13, 2008 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University

Roundtable Discussion

Thursday, April 24, 2008 – 8:30 a.m. – 1:00 p.m.

In Alumni Hall at Ohio Dominican University

3rd Annual Take Our Daughters and Sons to Work Day Program

Includes educational program, bus trip to tour central Ohio family business and lunch

Saturday, April 26, 2008 (time to be announced)

Workshop to Develop a Family Business Strategic Plan or Estate Plan

At Ohio Dominican University

Thursday, May 22, 2008 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University

Speaker: Jane Abell, President and Chief Operating Officer, Donatos

Roundtable Discussion

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