



MONTHLY MESSAGE JUNE 2008

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

An answer to our craving...

WHITE CASTLE TO HOST FAMILY BUSINESS TOUR

Join the Conway Family Business Center of Central Ohio for our 4th Annual Family Business Tour and Networking Event on **Thursday, August 21, 2008 from 4:00 p.m. – 6:30 p.m. at the White Castle** corporate headquarters, 555 West Goodale Boulevard, Columbus, Ohio.

More than 87 years.

More than 12 family members employed by the business.

More than 413 restaurants.

More than 500,000,000 burgers sold last year alone.

Product in grocery stores coast to coast.

And headquartered right here in Columbus

The White Castle family will welcome Conway Family Business Center members and their families to this special event. Come and learn more about the first fast-food hamburger chain ever. See the first industrial-strength spatula. Get a look at the first mass-produced paper hat. You'll want to be there to sample White Castle products and join in what could be some of the best conversation about family business in central Ohio history. Reservations are required to participate. Members, please register online at http://www.familybusinesscenter.com/contact_eventreg_new.htm

THANK YOU JANE ABELL OF DONATOS

The Center's May Educational Program featuring Jane Abell, President of Donatos, proved to be a valuable way for a crowded room of family business owner to spend their morning. Providing an historical context for her presentation, Jane used slides to show us the early days of Donatos, started in 1963 by her father, Jim Grote, as a single pizzeria on Thurman Avenue. Jane shared her perspective on growing up in a family business. She provided details about her company's growth and expansion over the years. We learned about the challenges she faced as she remained a Donatos employee after the business was sold to McDonalds in 1999 and the joy she felt when she and her father bought the company back. Thank you Jane for talking about the lessons you have learned as a family business leader and for offering your thoughts about the way family business should be. We

appreciate your time and especially your willingness to share your family business story with us.

September Family Business Educational Program

PROTECTING YOUR IDENTITY AND THE CONFIDENTIALITY OF YOUR BUSINESS INFORMATION: New Law Effects Businesses of All Sizes

Every year millions of people become victims of identity theft. It is a serious crime that costs individuals and businesses valuable time, money and resources. In January of 2008, the Federal Government enacted several pieces of legislation to address the growing incidents of identity theft in the United States. Businesses of all sizes are affected. No industry is immune and family businesses must comply. The November 1st federally mandated compliance deadline is quickly approaching.

Join us on Thursday, September 18th from 7:30 a.m. to 9:00 a.m. in Alumni Hall at Ohio Dominican University as Julie Friend, Certified Identity Theft Risk Management Specialist of The Lionheart Group and Iggy Galli of R.Dorsey+Company team up to teach family business owners:

- How to comply with new federal law requirements
- How to develop and implement a plan for protecting your identity and the confidentiality of your family business information
- Best practices for collecting, handling, safeguarding and disposing of customer and employee information
- Ramifications for businesses that fail to comply

The federally mandated November 1st compliance deadline is quickly approaching. Is your family business ready?

NEW MEMBERS

Century Resources

Joe Bowman, Aaron Bowman

3730 Lockbourne Rd. Columbus, OH 43207 1-800-444-7977 www.cenres.com

Century Resources is a leading provider of fundraising programs for schools throughout the nation. Founded in 1978 by Joe Bowman, a former high school band director, and located in Groveport, the mission of Century is to help teachers finance educational experiences by providing better fundraising solutions. Since it's beginning, Century has helped thousands of groups raise over \$ 200,000,000 in profit for the purchase of uniforms, instruments, trips, equipment, scholarships and other worthwhile educational endeavors. With 80 employees, serving 33 states, the company is being led by Joe and his son Aaron who has been a member of the leadership team since 1998. This central Ohio family business has been successful in developing state-of-the-art fundraising programs that raise more money, are easier to manage and that receive support from the communities where these programs are implemented.

Ohio Power Tools Inc.

James Amstutz, Suzanne Amstutz, Jay Amstutz

1042 Dublin Road Columbus, Ohio 43215 614.481.2112

Ohio Power Tool celebrates a quarter century of family ownership this year. Based in Columbus, Ohio Power Tool is one of the nation's fastest growing suppliers of tools to the commercial construction industry. A factory authorized service center for many major brands, specializing in air, electric and hydraulic equipment, Ohio Power Tool has thrived for 25 years by focusing on the unique and varied needs of each and every customer. With 10 employees, the company is led by Jim, Jay and Suzanne Amstutz. To learn more about this new Conway Family Business Center member, visit www.ohiopowertool.com.

FAMILY BUSINESS MAGAZINE RANKS OLDEST FAMILY FIRMS

America's oldest family companies are scattered across 31 states. The oldest family company in America -- the Avedis Zildjian Co., a manufacturer of cymbals in Norwell, Mass. -- is in its 14th generation of family ownership. Sixteen other U.S. family firms still in existence today were founded before 1776. Included on the list of oldest family businesses are five family businesses located in Ohio. One of the five is a central Ohio family business and a member of the Conway Family Business Center, Schoedinger Funeral and Cremation Service. To see the entire list of America's oldest family businesses click [here](#).

Flood Co. (Cleveland, Ohio)	1847	67 (tie)
Lane Funeral Homes (Mineral Ridge, Ohio)	1855	100 (tie)
Schoedinger Funeral Home (Columbus, Ohio)	1855	100 (tie)
Taylor Chair Co. (Bedford, Ohio)	1816	32
The Verdin Co. (Cincinnati, Ohio)	1842	60
Wise Funeral Service (Bucyrus, Ohio)	1845	66

CENTRAL OHIO'S OLDEST FAMILY BUSINESS TO BE FEATURED AT OCTOBER PROGRAM—SCHOEDINGER FUNERAL AND CREMATION SERVICE

Schoedinger Funeral and Cremation Service, started in Columbus in 1855, and one of the oldest family businesses in United States according to recent research conducted by Family Business Magazine, will share strategies that have helped them stay in business for six generations at the Center's educational program on Thursday, October 9, 2008 at Ohio Dominican University from 7:30 a.m. – 9:00 a.m. Mark your calendar and plan to join us. Watch for more details in the next edition of the Monthly Message.

Next Generation Family Business Peer Group

Next meeting scheduled for Tuesday, July 8th

The next meeting of the Next Generation Peer Group will be held on Tuesday, July 8th from 7:30 a.m. – 9:00 a.m. in Ohio Dominican University's Classroom Space at Easton. Dr. Thaddeus O'Brien, group moderator, will be discussing motivation--what's usually at work in a family business, how to manage different types of motivation and will offer tools for evaluating ones own motives. For more information about Conway Family Business Center Peer Group opportunities, contact Becky Blatt, Associate Director at blatt@familybusinesscenter.com or call the office at 614.253.4820.

Women in Family Business Peer Group

Next meeting scheduled for Tuesday, July 29th

The next meeting of the Women in Family Business Peer Group, facilitated by Bea Wolper, co-founder of the Conway Family Business Center, will be held on Tuesday, July 29th from 7:30 a.m. – 9:00 a.m. in the Conway Family Business Center Office at Ohio Dominican University. Any female owner, employee or family member of a Conway Family Business Center member company is welcome to join us for insightful, valuable, relevant conversation about the business of working in a family business. RSVP to Becky Blatt at 614.253.4820 or via e-mail at blatt@familybusinesscenter.com

CONWAY FAMILY BUSINESS CENTER WELCOMES NEW ADVISORY BOARD MEMBERS

The Center is pleased to welcome these new members to our Advisory Board:

James Conway, Honorary Advisory Board Chair, formerly President , Marion Steel Company
Jerry Bordner, CEO and Board Chairman, Laser Reproductions
Scott Conway, formerly Vice President, Marion Steel Company
Chelsea Penzone, Director of Marketing, Charles Penzone Family of Salons
Jamie Richardson, Vice President of Government & Shareholder Relations, White Castle System, Inc.
Gerri Speer, President, Corporate Interior Concepts

Thank you to our new and current volunteer Advisory board members for their willingness to help guide the Center staff as we look for additional ways to provide assistance to our central Ohio family business leaders, their employees and families.

PEACHTREE ACCOUNTING SOFTWARE, SOFTWARE OFFERED FREE TO SMALL U.S. FAMILY FIRMS

In an effort to support family businesses in the current economic crunch, Sage Software Inc., the maker of the Peachtree line of accounting software programs, is offering a free single-user copy of Peachtree by Sage Complete Accounting 2009, plus six months of free support, to 1,500 qualifying small family businesses. The giveaway, which Sage calls the "Peachtree Family Owned and Operated Initiative," was launched on June 4 and will last through Sept. 30, 2008, or until 1,500 qualifying

applications are received, whichever comes first. Sage estimates the total value of the donated software at \$400,000. To qualify, a company must be U.S.-based, must currently use a manual system or Excel to handle its accounting and must employ the owner plus at least one other family member. Cheryl Hanley, Sage's senior marketing manager, says she conceived the promotion after watching a TV news segment on a family firm that was forced to lay off the owner's son. "It just hit me that there's got to be something we can do to help family-owned businesses," Hanley says. Connie Certusi, general manager of the Peachtree product line, adds, "Our heritage and our brand is [based] around providing small businesses with what they need to succeed." The company hopes its software's cash-flow management solutions will help small family businesses make better financial decisions, she says. The altruistic initiative has benefits for Sage as well, Hanley notes: "If we can get these small businesses off on the right foot and get them into the Peachtree family, that's a very, very positive thing for us." For details on the promotion and eligibility requirements, see www.peachtreecares.com.

OHIO BWC LOOKING FOR FAMILY BUSINESS REPRESENTATION ON ADVISORY COUNCIL

The Ohio Bureau of Workers Compensation is looking for representation from family business owners on their North Central BWC Advisory Council. If you've ever wanted to share your thoughts and ideas with the staff of the Bureau and influence policy making on the state level, this is your opportunity to have your voice heard. This Advisory Council is composed of approximately a dozen business owners who meet quarterly to offer input and advice to the Workers Comp Staff as they examine policies and procedures and develop new strategies for encouraging business in Ohio. The next meeting of the Advisory Council will be held in Pickerington at the Ohio Center for Occupational Safety and Health (OCOSH) on July 8, 2008 from 9:30 am to 11:30 am. OCOSH is located at 13430 Yarmouth Drive in Pickerington, Ohio.

Topics on the agenda for this meeting include:

- Roundtable discussion - participants have an opportunity to discuss workers compensation issues they are faced with
- Group Rating
- BWC's comprehensive rate review
- MIRA II - BWC's new reserving system
- Medical Services regarding BWC policies, procedures, providers and programs

If you or a member of your staff has an interest in serving on this Council, please contact: Janet Wilks, Regional Representative, Bureau Of Workers Compensation Office of Community Relations (614) 466-4722 (office) or (614) 361-9230 (cell) by July 2, 2008.

THE DO NOT CALL REGISTRY: PREVENTING UNWANTED TELEMARKETING CALLS

Source: The Public Utilities Commission of Ohio

Recently, the Federal Communications Commission (FCC) changed the rules governing the National Do-not-Call Registry. As a result, customers no longer need to re-register their telephone number every 5 years to remain on the list that prevents most telemarketing calls.

How does the national do not call registry work?

By law, telemarketers must search the registry every 90 days and delete from their call lists any telephone numbers on the registry. If you continue to receive telemarketing calls even after you have registered your number, you will be able to file a complaint with the FCC or FTC. A telemarketer who disregards the do not call registry could be fined up to \$11,000 for each call.

How do I register my telephone number?

You can register free of charge at www.donotcall.gov or by calling toll-free (888) 382-1222. If you register by telephone, you must call from the telephone number you wish to register.

Do I have to re-register my number every 5 years?

No. Originally, customers were required to re-register their number after 5 years on the registry, but the FCC recently changed this. Today, telemarketers are required to honor all registrations indefinitely, so the registrations will not automatically expire. Customers no longer need to re-register their numbers to continue their preference not to receive telemarketing calls.

Will this stop all telemarketing calls into my home?

Businesses with which you have an established business relationship are not required to follow the do not call rules. They can call you for up to 18 months from your last purchase, payment or delivery, even if your number is on the national registry. Companies with which you have made an inquiry or submitted an application can call you for three months, but if you ask a company not to call you, it must honor your request.

Callers soliciting charitable contributions do not have to search the national registry. Calls regarding political and religious speech are also not subject to the do not call requirements.

To avoid such calls, read all fine print before filling out sweepstakes or other contest forms. You may be establishing a business relationship, giving the company permission to call you. You can also ask companies and organizations to place you on their internal do not call lists.

What about my wireless phone?

Telemarketing to wireless phone numbers has always been illegal in most cases and will continue to be so. FCC regulations prohibit telemarketers from using automated dialers to call wireless phone numbers. Automated dialers are in standard use in the telemarketing industry, so most telemarketers are barred from calling consumers on their wireless phones without their consent.

Personal wireless phone users can add their numbers to the national registry. The government does not maintain a separate national wireless phone registry.

What is Ohio doing?

If you continue to receive unwanted telemarketing calls, you can file a complaint with the [Ohio Attorney General](#) in addition to the [FCC](#) and [FTC](#).

For more information

If you would like to know more about the Public Utilities Commission of Ohio (PUCO) or have utility-related questions or concerns, please visit www.PUCO.ohio.gov or call (800) 686-PUCO (7826), (800) 686-1570 (TDD/TTY).



Succession Planning: More than just forecasting a vision

By Jackie Bovinet, Sr. Consultant for Sequent's Talent Management Practice

Will your business retire when you do? Do you have the right leadership team in place so that you can successfully exit your organization? How about the key members of your leadership team – what will happen if they unexpectedly leave your organization? Will your family business go out of business when you're not around to run the ship? Click "Full Article" to learn more.

[Full Article](#)

FBC DATES FOR YOUR CALENDAR

Tuesday, July 8, 2008 – 7:30 a.m. – 9:00 a.m.

Ohio Dominican University Office at Easton
Next Generation Family Business Peer Group

Tuesday, July 29, 2008 – 7:30 a.m. – 9:00 a.m.

Conway Family Business Center Office in LasCasas at ODU
Women in Family Business Peer Group

Thursday, August 21, 2008 – 5:00 p.m. – 7:00 p.m.

At White Castle System, Inc. 555 West Goodale Boulevard
4th Annual Summer Family Business Tour and Networking Event

Thursday, September 18, 2008 – 7:30 a.m. – 9:00 a.m.

In Alumni Hall at Ohio Dominican University
Educational Program

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

In Alumni Hall at Ohio Dominican University
Educational Program—Schoedinger: Sustaining Family Business for Six Generations

Friday, November 7, 2008 – 11:30 a.m. – 1:30 p.m.

In Alumni Hall at Ohio Dominican University
10th Annual Family Business Awards Program

Thursday, December 4, 2008 – 7:30 a.m. – 9:00 a.m.
In Alumni Hall at Ohio Dominican University
Educational Program—Marketing for Family Business

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