



A MONTHLY PUBLICATION OF THE CONWAY FAMILY BUSINESS CENTER OF CENTRAL OHIO  
OHIO DOMINICAN UNIVERSITY • 1216 SUNBURY ROAD • COLUMBUS, OHIO 43219 • (614) 253-4820 • WWW.FAMILYBUSINESSCENTER.COM

## MONTHLY MESSAGE

Issue: February 2009

This Thursday...

### **Finance and Credit: What Family Businesses Should Expect From Lenders Today**

*Thursday, February 19, 2009*

*7:30 a.m. – 9:00 a.m.*

**Alumni Hall at Ohio Dominican University**

**Speakers: Tom Dunson, Commerce National Bank & Harvey Glick, Insight Bank**

With the media shouting about how banks are not lending and with receivables piling up for many family businesses, we are fortunate to have, as speakers for this educational program, top officers of two outstanding local banks. Tom Dunson, Vice President of Commerce National Bank and Harvey Glick, CEO of Insight Bank will be joined by one or more family business owners with borrowing experience. Together they will talk to us about how it is possible to finance your business during these tough times. There will be plenty of opportunity for questions from our members. You will hear answers to the questions, “Are there banks that have money to lend?” “How does my business go about obtaining these funds?” “How do I approach a bank that is new to me?” “What information do I need to provide to the banker?” “What are the best terms I can get on a loan?” “How long should I expect to wait for an answer as to whether a bank will loan money to my business?” “How do I go about obtaining money from other sources?” Answers to these and many other questions will be forthcoming. We look forward to seeing you at this important educational program. Registration is being accepted online at [www.familybusinesscenter.com](http://www.familybusinesscenter.com). \$ 35 per person for non-members. Free for members.

**March’s Educational Program**

### **Challenging Times Require New Strategies for Families in Business Growing Your Business In Today's Marketplace**

*Thursday, March 19, 2009*

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

**Alumni Hall at Ohio Dominican University**

**Speaker: Ray Attiyah, Founder of Definity Partners  
and Steve Schmitt of Jet Container Company**

Join us on Thursday, March 19 from 7:30 - 9:00 a.m. at Ohio Dominican University’s Alumni Hall as Ray Attiyah, of Definity Partners, and Steve Schmitt, of Jet Container Company, describe how Definity’s proven Run-Improve-Grow approach has improved the effectiveness of Jet Container’s

leadership team, increased productivity of their employees and produced measurable growth for Jet Container. Run-Improve-Grow is a management tool that can help family business owners achieve quantifiable results by examining how their leaders allocate their time at work. Learn how to focus on new opportunities and strategic initiatives that drive growth by delegating day-to-day responsibilities to employees and empowering them to make quick decisions. Find out how reassigning tasks that revolve around running your business can help you use more of your valuable time and energy to improve and grow your business, significantly increasing your growth rate and improving your bottom line. Reservations being accepted online at [www.familybusinesscenter.com](http://www.familybusinesscenter.com).

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## DIRECTOR INSIGHT

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

The month of January brought chaos to two Conway Family Business Center member companies. R.Dorsey+Company was one of 24 Grandview businesses hit with a fire that consumed their offices and possessions. However, because they followed one of the primary guidelines they preach to their own clients, saving information at a remote data center, their losses were confined primarily to work space and office furniture. The Inn & Spa at Cedar Falls in Logan, Ohio also survived a difficult time. Due to severe weather they were without power for six days but they are now back to business as usual.

We were very sorry to hear about these two difficult events but also very proud to see how these family businesses responded to their challenges and recovered, particularly during this challenging economic time. Have you considered how your business will respond in a crisis? If you haven't already done it, now is a good time to discuss how you will handle these types of challenges. Is your data stored in a safe place? What will you do without electricity and/or heat for an extended period of time, do you have a back up generator? What if your computer system crashed? If something happens to one of your key employees do you know how to access critical information or get his or her job performed? Although none of us want to think the unthinkable, it's never too early to plan for unexpected emergencies.

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## MEMBER NEWS

- Congratulations to Center members **Happy Chicken Farms, Highlights for Children and Rent-A-John** for being profiled in the February edition of *Columbus C.E.O.* magazine.
- Conway Family Business Center member **Jill Marcinick of ABCO Fire Protection** has started the Live Safe Foundation. Live Safe Foundation's mission is to help homeowners, college students and communities prepare for, train and improve the effectiveness of saving their own lives in the event of a fire. For more information about Live Safe visit [www.live-safe.org](http://www.live-safe.org).
- **Tom McAuliffe, Chairman and Founder of Commerce National Bank**, has been elected Chairman of the Central Ohio Sustainability Alliance.
- **Dick Emens, Executive Director of the Center** and partner in the Chester, Willcox & Saxbe LLP law firm has been elected Chairman of the Ball State University Foundation.
- **Charles Penzone Family of Salons** will celebrate their 40<sup>th</sup> anniversary in March.
- **Budros Ruhlin and Roe** has announced that John Schuman has become a shareholder of the company and that they have been selected by Goldline Research as one of the Most Dependable Wealth Managers for Women in the United States for 2008.
- **Commerce National Bank** is holding a Business Solutions Open House on Thursday, February 19, 2009 from 11:00 – 4:00 at 3650 Olentangy River Road. Conway Family

Business Center members are invited to come and learn about managing your cash flow, getting more out of your banking relationship, how to prevent and control office fraud, making your retirement plan more affordable, and when and why you should refinance or purchase. For more information contact Crystal Carroll at ccarroll-stack@firstmerchants.com.

- Buyers from city, state, county and federal agencies, along with prime contractors and other organizations with combined purchasing budgets representing hundreds of millions of dollars worth of opportunity for Ohio business owners will be meeting on Wednesday, March 18, 2009 at Wright State University from 8-4 for the **2009 Ohio Business Matchmaker Program**. For more information and to register to participate you can visit [www.ohiobizmatch.com](http://www.ohiobizmatch.com).
- Check out the Ohio Department of Development's new **Check Ohio First** initiative at <http://development.ohio.gov/entrepreneurship/>. This is a newly developed business to business program designed to promote and encourage Ohio companies to do business with one other. Visit their website to see if this program can benefit your family business.

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## NEW MEMBERS

### **Carmen's Distribution Systems**

Beth Geehring, John Geehring, Jason Geehring  
4585 Poth Road Columbus, OH 43213 Phone: 614-864-5095 [www.carmensvacuum.com](http://www.carmensvacuum.com)

Carmen DeSalvo founded Carmen's Distribution Systems in Columbus in 1970. John and Beth Geehring bought the company in 1989, and expanded it to include four retail stores and a new corporate office in Columbus. A distribution center for Carmen's Distribution Systems was opened three years ago in Boise, Idaho. John's son, Jason Geehring began working for the company in 1994 and currently serves as the Vice President of Carmen's Distribution Systems. Carmen's began by providing vacuum repair services to clients in Central Ohio. Today, under the leadership of the Geehring family, Carmen's distributes an assortment of vacuum, floor care and janitorial supplies in addition to continuing to provide vacuum repair services. Carmen's has grown to include retail, wholesale, business to business, and industrial sales nationwide.

### **Inn & Spa at Cedar Falls**

Ellen Grinsfelder, Terry Lingo  
21190 State Route 374, Logan, Hocking County, Ohio 43138  
Phone: 800-653-2557 reservations, 740-380-7489 [www.innatcedarfalls.com](http://www.innatcedarfalls.com)

The Inn & Spa at Cedar falls was established in 1987 by founder Anne Castle. Anne ran the business jointly with her daughter, Ellen until Anne passed away in 1991. Today, Ellen, her husband Terry, their children, Sarah and Benjamin, as well as the outstanding staff continue to carry on Anne's dream. Nestled on 75 acres in the Hocking Hills are nine antique furnished rooms, twelve cozy cottages and five 19th century fully-equipped log cabins. The Inn & Spa at Cedar Falls is distinguished by 1840's log houses that are homes to The Inn's fine dining kitchen, dining rooms and tavern. And, their newest addition, The Gathering Place is ideal for corporate meetings, intimate weddings and girls getaways. Events at The Inn include a wide variety of activities such as cooking classes, nature hikes and self-development programs. The Spa at Cedar Falls offers a full range of massage and bodywork styles, from pure pampered relaxation to a variety of specific therapeutic techniques.

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## SURVIVING ECONOMIC CHALLENGES WITH STRONGER FAMILY

## RELATIONSHIPS

Source: Family Business Magazine E-News January 21, 2009

In the Winter 2009 edition of Family Business Magazine, family business advisers Fredda Herz Brown, Sam Davis, Dennis Jaffe and Fran Lotery offer some timely advice on decreasing tension in the current economic downturn. Understand that people react with fear, doubt and distrust in the face of economic uncertainty, but families must resist temptations to make impulsive decisions that can only make things worse.

--Strive to restore a sense of calm and security among family members and follow established processes for effective analysis and decision making.

--Identify opportunities -- such as family meetings -- to open communications, acknowledge that all members are in this together, and gain a common understanding of the situation.

--Avoid tendencies to blame your financial advisers. Instead, work with them to assess both short-term and long-term risks to the family and to thoughtfully consider options.

--Acknowledge that the family's human capital -- the value of each individual and the power of positive relationships -- is equal in importance to its financial capital.

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## QUESTIONS TO ASK BEFORE CHOOSING A CONSULTANT

Source: Family Business Magazine E-News January 21, 2009

Consultants from a variety of fields specialize in advising family businesses. The *Family Business Policies & Procedures Handbook* offers a list of ten questions to ask when interviewing prospective consultants. Here are five of them:

**Training and experience.** Does the consultant have an advanced degree in at least one professional discipline related to family businesses? How long has the person been doing this kind of work? Does the person's background suggest he or she looks at business and family issues as a whole?

**Conflicts of interest.** Does the person have other sources of income besides what he or she receives from clients? Is the adviser selling a product as well as consulting?

**Results.** How long will the consulting process take, and how will successful outcomes be defined and measured? What is the consultant's failure rate?

**Fees.** How will the consultant bill -- by the day, by the hour, a fixed fee, an agreed-upon schedule of phased fees? Will "the meter" be on only during sessions with the client, or at other times, too (for example, when advice is given over the phone)?

**Neutrality.** Who is considered the client? The business, the owner, the family members? How will the consultant go about getting all the key players to commit to the process?

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## MEMBERS CAN AUDIT FAMILY BUSINESS COURSE

Ohio Dominican University will begin offering a new four-credit course for business majors and minors this March titled, BUS 362 - Building, Operating, and Passing on a Family Business. This course focuses on issues related to the developmental lifecycle of the family business and examines critical success factors related to growth, success and succession. Dick Emens, the Center's Director, and Bea Wopler, Center Co-Founder, will teach the course. If interested in this opportunity, Conway Family Business Center members are able to audit the course at no charge. The course is being offered on Wednesday evenings from 6:00 p.m. – 9:00 p.m. beginning March 18th. If you are interested in this course for yourself or for a member of your family business, please contact Becky Blatt at [blatt@familybusinesscenter.com](mailto:blatt@familybusinesscenter.com).

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## CONSIDER UPDATING YOUR ESTATE PLAN AGAIN

Compliments of Sequent

Another major federal estate tax change kicked in on January 1st and it may mean that you should revise your estate plan and related documents. Click "Full Article" to find out what the change involves, what happens next year, and what steps you might want to take now to ensure your wishes are carried out. [Full Article](#) Copyright © 2009

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## Upcoming Events for Your Calendar

**Thursday, February 19, 2009 – 7:30 a.m. – 9:00 a.m.**

In Alumni Hall at Ohio Dominican University  
Educational Program--**Finance and Credit: What Family Businesses Should Expect From Lenders Today**

**Thursday, March 12, 2009 -- noon - 1:30 p.m.**

In Ohio Dominican University Classroom Space at Easton  
Next-Generation Peer Group II

**Thursday, March 19, 2009 – 7:30 a.m. – 9:00 a.m.**

In Alumni Hall at Ohio Dominican University  
Educational Program--**Challenging Times Require New Strategies for Families in Business: Growing Your Business In Today's Marketplace**

**Thursday, March 19, 2009 – 9:15 a.m. - 10:30 a.m.**

In Alumni Hall at Ohio Dominican University  
**Board Meeting** for Board Members of the Conway Family Business Center

**Tuesday, March 24, 2009 – 7:30 a.m. -9:00 a.m.**

In Ohio Dominican University LasCasas House  
Women in Family Business Peer Group

**Thursday, April 9, 2009 -- noon - 1:30 p.m.**

In Ohio Dominican University Classroom Space at Easton  
Next-Generation Peer Group II

**Thursday, April 16, 2009 – 7:30 a.m. – 9:00 a.m.**

In Alumni Hall at Ohio Dominican University  
Educational Program--**Closing the Gap: Understanding Generational Issues in Family Business**

**Thursday, May 14, 2009 -- noon - 1:30 p.m.**

In Ohio Dominican University Classroom Space at Easton  
Next-Generation Peer Group II

**Thursday, May 21, 2009 – 7:30 a.m. – 9:00 a.m.**

In Alumni Hall at Ohio Dominican University  
Educational Program—**Re-Think Your Marketing Efforts**

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### Conway Family Business Center of Central Ohio

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**Membership** in the Conway Family Business Center of Central Ohio is open to all family businesses in Franklin, Delaware, Knox, Licking, Pickaway, Madison, Marion and Union counties. **For more information about the benefits of membership visit [www.familybusinesscenter.com](http://www.familybusinesscenter.com).**

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