



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: April 2009

### May's Educational Program...

### **RE-THINK YOUR MARKETING EFFORTS: New Ideas to Promote Your Family Business**

Thursday, May 21, 2009

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

Alumni Hall at Ohio Dominican University

Just because the economy is making it more challenging for your business to be successful, there is no reason to abandon your marketing and communications efforts. In fact, they may be more important than ever to connect with your customers and prospects in new and meaningful ways. But figuring out how you can continue to reach your customers without busting your budget can present a challenge to family businesses even in the best of times. A lively discussion, will include five Central Ohio marketing and advertising experts: Kelly Borth of GREENCREST, Dave Keller of Triad, Jason Mlicki of Mlicki, Bill Balderaz of Webbed Marketing, and Bryan Huber of huber+co and will be moderated by Rick Miller of Rick Miller Communications. From social networking to improving your web presence to reaching key audiences, our panel will offer high-value suggestions for marketing strategies to strengthen your family business.

To register for this event contact Deana Gordon, Program Coordinator at [gordon@familybusinesscenter.com](mailto:gordon@familybusinesscenter.com) or call the office at 614.253.4820. No cost for members. \$ 35.00 for non-members.

### **FAMILY BUSINESS NIGHT AT THE COLUMBUS CLIPPERS**

Tuesday, June 16, 2009 is *Family Business Night* at the Columbus Clippers. Join members and staff of the Conway Family Business Center at the new Huntington Stadium as we cheer on the Clippers in their 7:05 p.m. game against the Rochester Red Wings. If you would like to spend the evening with other leaders of Central Ohio family businesses you can reserve your tickets by calling the Center at 614.253.4820 or e-mailing Becky Blatt at [blatt@familybusinesscenter.com](mailto:blatt@familybusinesscenter.com). Tickets are \$ 10 for adults and \$ 7 for students or seniors. We hope you and your family can join us.

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## **DIRECTOR INSIGHT**

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

At the conclusion of the April educational program we asked those present to complete a brief survey that would help us customize the content of our May 21 program on marketing. One of the questions we asked was "How do you think most of your customers learn about your business?" Of the thirty five responses received, twenty seven indicated that word-of-mouth was the way prospective clients and customers learn about their business -- not the web, not the phonebook, not billboards, not newspaper advertisements -- just good old-fashioned word-of-mouth. If we told you that we could teach you about social networking, a very contemporary word-of-mouth strategy that offers business leaders new ways to connect with consumers, customers and clients, would you attend our Thursday, May 21, 2009 educational program? It would also give you the opportunity to learn the answers to questions that other family business leaders asked us like: "Is anyone using the Yellow Pages anymore? Has telemarketing ceased being effective? What about newspaper advertising, is it still a wise investment? How important is my website? Are ads on cable TV affordable? Is Facebook important? How do I use LinkedIn? Can you show me how a family business might use Twitter." Plan to join us next month and our panel of experts will provide answers to your questions and help family business owners re-evaluate how and where they should be spending their marketing dollars. And, if any of your staff members are involved in the marketing of your business, be sure to bring them along too!

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## **NEW MEMBERS**

### **AVI MEDIA**

Wayne and Sarah Smith

4970 Adwell Loop, Grove City, Ohio 43123 Phone: 614.277.0844 Web: [www.avimedia.com](http://www.avimedia.com)

Wayne Smith started AVIMEDIA over ten years ago with a simple and compelling vision - to make information technology work for ordinary people. From courteous and respectful customer service, to right-sized solutions, AVIMEDIA takes the confusion and complexity out of IT decisions. Whether it is installing a new computer system, supporting and training people on the latest software or managing your web presence, AVIMEDIA is here to help businesses every step of the way. The company is set apart by their 'people-friendly' approach that is not just a slogan, but also an imperative driving everything they do.

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## **MEMBER NEWS**

- **Artina Promotional Products** is hosting a "Meet and Greet" on Tuesday May 12th at their office, 50 S. Liberty Street, Powell, from 8:30 a.m. to 10:00 a.m. Conway Family Business Center members are invited to attend.
- **GREENCREST** was recently honored at Business First's Corporate Caring Awards. Congratulations GREENCREST!
- **GBQ** is hosting a seminar for business leaders called Reducing energy costs & creating your own stimulus package on Friday, April 24th from 7:30 a.m. - 9:00 a.m. at

their office, 230 West Street in the Arena District. To register contact [dschierholt@gbq.com](mailto:dschierholt@gbq.com) or call the office at 614.947.5293.

- **Bobbie Ruch, president of Acloche** and Conway Family Business Center member was recently featured in the cover story of Columbus CEO magazine.
- **Dick Emens and Bea Wolper** have established a new firm called **Emens & Wolper Law Firm**. New contact information for Dick and Bea is as follows: Emens and Wolper Law, 1 Easton Oval, Suite 388, Columbus, Ohio 43219, phone: 614.414.0888, e-mail: **Dick:** [demens@emenswolperlaw.com](mailto:demens@emenswolperlaw.com), **Bea:** [bwolper@emenswolperlaw.com](mailto:bwolper@emenswolperlaw.com).

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## **WHEN YOU ARE READY TO HIRE--DO IT FAST AND FREE!**

**Source: Eric Collet, Definity Partners**

The State of Ohio has launched a new, program called *Ohio Means Jobs* that has the potential to be very helpful to family business owners in Central Ohio. OhioMeansJobs.com was created to aid Ohio employers in finding qualified employees for their businesses. Through a partnership with Monster.com, the State of Ohio is offering any Ohio based employer access to monster.com's database of resumes that now include candidates who live in Ohio or within a 50 mile perimeter of the state at no charge. The service will also allow Ohio business owners to post open positions within their company on the OhioMeansJobs.com website. Be sure to visit <https://ohiomeansjobs.com> for more information.

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## **AFFLUENT WOMEN TAKE CONTROL OF FAMILY WEALTH**

**Source: Campden FB for families in business, April 16, 2009 edition**

Women of exceptional affluence are increasingly taking control of wealth management in their families, reflecting larger societal shifts that have taken place over the last few decades according to a new study.

"The New Wealth Paradigm: How affluent women are taking control of their futures", by Wilmington Trust and Campden Research in association with Relative Solutions, reveals that women are seeking a holistic approach to wealth management, which includes establishing family governance structures and fostering dialogue, particularly with their children, about wealth management.

"More than anything, the women in our study view their wealth as a source of empowerment to achieve their goals and independence," said Cynthia A Conway, director of marketing for Wealth Advisory Services at Wilmington Trust. "Unlike their fathers and mothers who viewed wealth as a demonstration of their success in life, they view their wealth primarily as a means to pursue a life where they are free to follow pathways that are aligned with their deepest values."

The research, which was conducted in autumn 2008, surveyed 40 women aged 40–65 with a minimum net worth of \$25 million and at least one child.

"We are in the midst of a significant shift in the wealth paradigm," said Mindy Rosenthal, co-author of the study and North American managing director at Campden Media. "Women are

stepping up to a new level of involvement in the management of their families' wealth. This is an important trend as women are not only becoming recipients of vast amounts of wealth, but they are also taking control of that wealth to empower themselves and members of their families to become independent, service-oriented, and focused on long-term goals."

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## **DEVELOPING UNITY IN A LARGE SHAREHOLDER GROUP**

**Source: Family Business Magazine E-News April 2009**

"The typical behavioral norms of a small family, such as trust and intimacy [and] willingness to compromise ... are lost in expanded families," write David Klett and Ralph Wiechers in the Spring 2009 issue of *Family Business Magazine*. "As the ownership group expands, the financial and emotional importance of the company declines for many family members." The authors offer some proven approaches to promoting connections within the larger family group:

1. **Training family members to cooperate.** Family members practice working together in low-stakes situations. Cooperation helps them identify their counterparts' skills, strengths and weaknesses while authentically working together.
2. **Creating opportunities for communication.** Regular contact outside the business context allows family members to get to know, and hopefully appreciate, one another at a young age, thus creating trust that cannot easily be broken later.
3. **Making the advantages of an extended family visible and noticeable.** The following are valuable: a family office, a family development fund that finances education and training, privileges such as free company products or discounts and support for family members in crisis.
4. **Promoting a sense of (extended) family.** Family memories are important for holding any family together. Many business families keep a family and company history, a family register and a family archive with documents, letters, photos and writings of earlier generations.

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## **DRIVING RESULTS: MOVING FROM PLANNING TO EXECUTION**

**By: Linda Brincks, Action Coach Business Coaching**

Do you notice it's easier to talk about your plans than actually EXECUTING them? Are many of your ideas and plans still in your head and not actually down on paper? If so, this seminar is for you. Presented by Executive Coach Dave Brincks, former Director of Strategic Planning with Abbott Labs and member of the Conway Family Business Center, you will learn:

- Essential Behaviors of Execution Focused Leaders
- How to Gain Commitment versus Compliance
- The Framework for Stewarding Effective Execution

8:00-10:00 a.m.

**on Friday, April 24th, 2009**

in the Business Education Center at 716 Mt Airyshire Blvd, Columbus, OH 43235

This course is normally \$49, but the Conway Family Business Center has been given 5 free tickets for members who are interested. Register online at <http://bit.ly/drivingresults> and enter code: DR0060. These five free seats are available on a first come, first served basis.

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## **BAD MOODS INFECT EMPLOYEES**

Compliments of Sequent



**Is it possible that employees can spread bad moods like they can spread colds at work?** Some psychologists and researchers believe it's possible. And is it possible, then, for people at work to spread good moods?

Click "Full Article." [Full Article](#) Copyright © 2009

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## **Upcoming Events for Your Calendar**

**Tuesday, May 5, 2009 -- 7:30 a.m. - 9:00 a.m.**

In Las Casas House at Ohio Dominican University  
Women in Family Business Peer Group

**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**

**Thursday, June 11, 2009 -- noon - 1:30 p.m.**

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

**Tuesday, June 16, 2009 -- 7:05 p.m.**

At Huntington Stadium  
*Family Business Night* at the Columbus Clippers

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

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

**Thursday, August 13, 2009 -- noon - 1:30 p.m.**

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

**Thursday, August 20, 2009 -- 4:00 - 6:30 p.m.**

at Charles Penzone Family of Salons -- Polaris Grand Salon  
Family Business Tour & Networking Event

**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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**we are a fully integrated marketing agency  
built to propel our clients to become  
distinguished category leaders—always.**