



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: JULY 2009

11th ANNUAL FAMILY BUSINESS AWARDS PROGRAM *Call For Nominations*

Are you or do you know a family business that deserves to be recognized for a significant accomplishment during what has been a year full of challenges? Perhaps you know a family business that has successfully transferred the leadership of their company from one generation to the next, found a unique solution to a complex business problem, made a contribution to our community or gone above and beyond the call of duty to help an employee, customer or vendor? **The Conway Family Business Center** wants to recognize and celebrate the exemplary accomplishments of Central Ohio's family-owned businesses at our 11th Annual Family Business Awards Program on Friday, November 6, 2009 at Ohio Dominican University.

New Award Categories

Community Engagement – recognizes family businesses that have made a significant contribution to the Central Ohio community.

Succession Planning/Implementation - recognizes family businesses that have developed or completed a succession plan or a transfer of leadership

Milestone Achievement - recognizes family businesses that have reached a significant milestone during 2009 (longevity, business or other significant achievement).

Re-Invention – recognizes family businesses that have successfully adjusted their business strategy or focus to address a changing business climate or societal demands.

Communication – recognizes family businesses that have developed tools or strategies for effective communication within their company or with members of their family regarding the business.

Supporter of Family Business—recognizes organizations or individuals that have shown support or demonstrated a commitment to the strength, success or longevity of a family firm.

Success should be recognized and rewarded...

The Conway Family Business Center of Central Ohio will recognize exemplary family businesses in each of these categories at our annual awards luncheon. Family businesses being honored will be featured in the December 2009 issue of *Columbus C.E.O.* magazine and will be provided with

4 complimentary seats for this event.

How to enter:

Visit <http://www.familybusinesscenter.com/awards.htm> for more details or to submit your nominations online. We want to hear any and all stories of family business success; no story is too small! All family businesses nominated will receive an application that must be completed to participate. Self nominations encouraged.

Your family business success story could inspire, enlighten or motivate others. We want to know about your accomplishments – and celebrate your success. Submit your nomination today!

Deadlines:

Nominations due - August 14, 2009

Completed applications due - September 4, 2009

Sponsorship for our Awards Program is provided by:

Chester Willcox & Saxbe, Commerce National Bank, *Columbus C.E.O.* magazine, Huber+Co. Interactive, Mass Mutual and Webbed Marketing.

FAMILY BUSINESS TOUR & NETWORKING EVENT--Don't miss it!

The 6th Annual Family Business Tour and Networking Event at

Charles Penzone Grand Salon

771 Polaris Parkway

Thursday, August 20th

4:00-6:30 p.m.

Family business owners who attend this year's Family Business Tour and Networking Event will have an exclusive opportunity to share information and connect with other family business owners while getting a behind-the-scenes look at one of Charles Penzone's Grand Salons. **Meet** Charles and Debra Penzone and learn more about the forty-year history of their family-owned business and the strategies behind their continued success. **Connect** with family business owners in a relaxed and informal setting. **Learn** about the educational opportunities and resources for family business owners offered by the Conway Family Business Center. **Enjoy** this chance to share a unique experience only available to Central Ohio family-owned businesses. No cost to attend for Center members and invited guests. Reservations required by August 14th to gordon@familybusinesscenter.com or by calling the office at 614.453.4820

DIRECTOR INSIGHT

Dick Emens, Executive Director & Becky Blatt, Associate Director

When we surveyed family business leaders who attended a recent educational program at the Center, seventy five percent (75%) of them told us they rely heavily on word-of-mouth "advertising" to secure new customers. It could be a wise investment of your time to join us for the Center's 6th Annual Family Business Tour and Networking Event on Thursday, August 20th from 4:00 – 6:30 p.m. at the Charles Penzone Grand Salon at 771 Polaris Parkway. We thank Chuck and Debbie Penzone for opening the doors of their gorgeous Polaris Salon for this function which will bring Central Ohio family business leaders together. We look forward to seeing you on the 20th.

NEW MEMBERS

Small Business Payroll Services

Phil and Maria Reese

382 Rambling Brook Drive, Pickerington, OH 43147 614-568-7080 www.payroll4sb.com

In 2003, Phil and Maria Reese started their Pickerington-based business with the goal of helping business owners to reduce operating costs and focus on their core business. Today, Small Business Payroll Services (SBPS) does that and more by providing customized payroll and payroll tax guidance, and compliance and management solutions for owners and managers so that they can concentrate on making their business a success.

Spartan Logistics

Ed and Steve Harmon

4140 Lockbourne Road, Columbus, OH 43207 614-497-1777 www.spartanwarehouse.com

Founded in 1988, Spartan Logistics is a second-generation family business that provides warehouse and distribution services that include the handling of food grade materials, glass, paper, and fragile/ high value products. In addition to warehousing, Spartan provides full-service transportation services -- including pick-up, storage and delivery. The Spartan team includes: Ed Harmon, President and co-founder; Jim Ranney, Vice President and co-founder; Steve Harmon, Chief Financial Officer; Elza Harmon, Vice President; and Jim Howell, President, Logan Creek Construction Company (Spartan Logistics affiliate).

WOMEN IN FAMILY BUSINESS PEER GROUP

Next Meeting: Tuesday, August 18, 2009 at Ohio Dominican University

The next meeting of the Women in Family Business Peer Group will be held on Tuesday, August 18, 2009 from 7:30 a.m. - 9:00 a.m. in Las Casas House at Ohio Dominican University. Bea Wolper, Conway Family Business Center Board Member and Peer Group facilitator, will present "the five characteristics of a family business leader". The group will look more closely at these characteristics and discuss ways they can be cultivated at home and in the family business. If you are planning to attend this program, please e-mail Associate Director, Becky Blatt at blatt@familybusinesscenter.com.

INTERESTING READING ON FAMILY BUSINESS TOPICS

Source: **Wall Street Journal**

The Family That Works Together Should Pay Together

<http://online.wsj.com/article/SB10001424052970204456604574202163819186256.html>

Source: **Business Week**

When Sister Is Your Business Partner

http://www.businessweek.com/smallbiz/content/jun2009/sb20090630_237760.htm

Source: **On Wall Street**

Family Office: Frontier or Fad

http://www.onwallstreet.com/ows_issues/2009_7/family-office-frontier-or-fad-2663134-1.html

Source: **Family Business Review**

Women in Family Business

<http://fbr.sagepub.com/cgi/content/short/10/4/353>

Source: **FoxBusiness**

How to Build An Enduring Business

<http://www.foxbusiness.com/story/small-business/build-enduring-family-business/>

Source: **Inc.**

Should You Hire Your Kid?

<http://www.inc.com/magazine/20090701/should-you-hire-your-kid.html>

NOW MORE THAN EVER, BOARDS NEED OUTSIDE ADVISORS

Source: **Family Business Magazine e-News July 2009**

In today's troubled economy, many private firms are facing challenges to their success and survival, and some are experiencing financial distress for the first time, notes investment banker and family business adviser Cliff Atherton in the Summer issue of *Family Business Magazine*. "The response of management and the board to the early stages of financial distress will ultimately determine the firm's success in managing its way back to robust financial health," Atherton writes. "The retention of experienced, independent advisers during the early stages of financial distress will have a positive impact. By involving independent advisers, the board gains access to an outside view, one that is free to question fundamental assumptions about the business. Independent advisers have broad experience in a number of business settings. They also may bring the legal, turnaround, valuation and transaction skills and experience that the firm needs."

Be sure to mark your calendar and plan to attend the Center's Educational Program on Thursday, September 17, 2009 from 7:30 a.m. to 9:00 a.m. in Alumni Hall to learn more about establishing an Advisory Board for your family business.

PARTICIPATION NEEDED FOR FAMILY BUSINESS RESEARCH

Requested by: **John Perry, Assistant Professor of Management, Wichita State University**

During the month of July, Dr. Tim Pett and I are collecting data via an online survey regarding work-home balance in family businesses. The purpose of this email is to invite the family business members of the Conway Family Business Center of Central Ohio to participate in the survey.

About the Survey

All working individuals have to balance their work and home lives. For many, their work and home lives are separate. For individuals who work with family members, however, their work and home lives are not separate. This study seeks to understand how individuals in family businesses separate and integrate their work and home lives, and how doing so may sometimes create conflict and sometimes allow them to become more productive.

Our Request

Dr. Pett and I would like to invite the family business members of the Family Business Center to participate in the survey. The online Family Enrichment survey will be available until July 31st. As an incentive, every individual who completes the survey will receive a chance to win a US \$100 gift certificate. Five US \$100 gift amazon.com certificates will be awarded in a raffle on July 31. The survey will take approximately 20 minutes and you will be contributing greatly to our family business research.

Access to the Survey

If you would like to complete the survey, you may do so at:

<http://survey.wichita.edu/mrIWeb/mrIWeb.dll?I.Project=ROLEENRICHMENTSU&i.test=1>

Survey Results

After analyzing the data collected from the survey, Dr. Pett and I will create a report based on the results and share that information with the Conway Family Business Center so that they can pass the results of our findings on to you.

Thank you for your contribution to our research and to advancing the understanding of family business work-home balance.

FREE WEBINAR FOR CENTER MEMBERS-- EFFECTIVELY MEASURING YOUR ONLINE CAMPAIGNS

Source: Amy Marshall, Webbed Marketing

Perhaps the most important, and difficult, aspect of marketing is proving value. Once executed, campaigns are tracked and measured to the point of exhaustion. This is especially true with online marketing campaigns. However, many online marketing campaigns and promotions are difficult to measure; creating "more buzz" is not a measurable metric! Amy Marshall of Webbed Marketing and a Conway Family Business Center Service Provider will lead this webinar identifying which metrics are credible and how to quantify them. She will teach how to explain the results of complex online marketing campaigns. Marshall is the co-founder of Webbed Marketing and presented the agency's award winning essay measuring word of mouth metrics at the 2009 Word of Mouth Marketing Association (WOMMA) Research Symposium.

This webinar will take place on Wednesday, July 22 at 2 p.m. EST. Conway Family Business Center members interested in participating can register here:

<https://www2.gotomeeting.com/register/596802466>

Upcoming Events for Your Calendar

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

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

Tuesday, August 18, 2009 -- 7:30 a.m. - 9:00 a.m.

Conway Family Business Center Office--Las Casas House at Ohio Dominican
Women in Family Business Peer Group

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

At Charles Penzone -- Polaris Grand Salon
Family Business Tour & Networking Event

Tuesday, September 15, 2009 -- 7:30 a.m. - 9:00 a.m.

Conway Family Business Center Office--Las Casas House at Ohio Dominican
Women in Family Business Peer Group

Thursday, September 17, 2009 -- 7:30 a.m. - 9:00 a.m.

At Ohio Dominican University in Alumni Hall
Educational Program: Will Your Family Business Benefit from an Advisory Board?

Thursday, October 15, 2009 -- 7:30 a.m. - 9:00 a.m.

At Ohio Dominican University in Alumni Hall
Educational Program: Creating a Strategic Plan that will work for your Family Business

Tuesday, October 20, 2009 -- 7:30 a.m. - 9:00 a.m.

Conway Family Business Center Office--Las Casas House at Ohio Dominican
Women in Family Business Peer Group

Friday, November 6, 2009 -- 11:30 a.m. - 1:30 p.m.

At Ohio Dominican University
11th Annual Family Business Awards Program

Thursday, December 3, 2009 -- 7:30 a.m. - 9:00 a.m.

At Ohio Dominican University in Alumni Hall
Educational Program: The Best Gift You Can Give Yourself and Your Family Is A Succession
Plan

**Conway 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

Membership in the Conway Family Business Center of Central Ohio is open to all family businesses in
Central Ohio. **For more information about the benefits of membership visit**
www.familybusinesscenter.com.

To unsubscribe from this list, please email blatt@familybusinesscenter.com from the email address you would like removed with
"Unsubscribe Me" as the subject.