



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: DECEMBER 2009

January Educational Program

WHEN OWNERSHIP IS NOT AN OPTION:

Motivating Key Employees to Stay in the Family Business

featuring Dr. Christopher J. Eckrich of The Family Business Consulting Group, Inc.

Thursday, January 21, 7:30 a.m. - 9:30 a.m.

Alumni Hall at Ohio Dominican University

Don't miss the first Educational Program of 2010 featuring nationally recognized speaker and author, Christopher J. Eckrich, Ph.D., a principal of The Family Business Consulting Group, Inc. Dr. Eckrich, an esteemed and experienced family business consultant with a family background of entrepreneurship in meat processing and other industries, will help family business owners learn how to keep, motivate, and collaborate with key non-family managers. Dr. Eckrich has provide valuable consulting services to many family businesses throughout the United States including Center member White Castle whose generous donation to the Center has made Dr. Eckrich's presentation possible.

Dr. Eckrich's will share specific ways family business leaders can enhance relationships with non-family managers and provide strategies to prevent family issues from becoming negative incentives to those who do not share the owner's last name. During this presentation, you will find out more about:

- The advantages and opportunities that are potentially available for non-family managers in a family business
- Aligning non-family employees with ownerships' long term vision
- Moving from one generation of family owners to the next while retaining/keeping key non-family managers
- Transitioning experienced, professional non-family managers into the culture of a family firm
- Helping non-family managers adjust when new family members join or are promoted within the firm
- Motivating key non-family managers, and non-family Presidents or CEOs
- Combating the stereotype that family members are employed because of family relationships rather than qualifications

Go to www.familybusinesscenter.com or e-mail Gordon@familybusinesscenter.com to reserve a seat at our first educational program of the new year.

NEW FOR 2010 -- LUNCH AND LEARN *Family Business* SERIES

In order to better meet the needs of our members, the Conway Family Business Center will be introducing series of free *Lunch and Learn* programs as an additional way for family business leaders to get together to discuss issues valuable to owning and operating a family business. These quarterly programs also will benefit those of you who find it difficult to attend our early morning educational programs or who would like to spend additional time with peers. Each *Lunch and Learn* session will be held from noon-1:00 p.m. at Ohio Dominican University in a smaller, more casual setting that will give you an opportunity to ask questions that are relevant to your industry and get immediate answers from our experts.

Plan to bring your lunch or grab a lunch from the café in the Student Center and join us for these one hour discussions on timely topics that you've told us are on your mind. In 2010, we will more closely examine disaster planning for family businesses (2/11/10), the importance of conducting quality background and reference checks on prospective new employees (5/13/10), understanding why and how you can manage your workers comp claims (7/22/10) in the first half of the year.

Look for more information on the *Lunch and Learn* series in upcoming issues of the *Monthly Message* and *The Family Business Communicator*. To register for any of the programs, go to www.familybusinesscenter.com or contact Deana Gordon at gordon@familybusinesscenter.com.

DIRECTOR INSIGHT

Dick Emens, Executive Director & Becky Blatt, Associate Director

We are continually looking for ways to enhance the services the Center offers to help family businesses ease their leadership transitions, be successful in their business and communicate more effectively with family members and employees. As a result of input from our members and our Advisory Board, we have added additional educational programs to our 2010 schedule, have made plans to provide more opportunities for you to get to know one another with the hope of enhancing *family business* to *family business* commerce in Central Ohio and will launch a new web site to make it simpler for you to access tools and resources that may be helpful to you and those who work for family businesses. In addition, we have fine-tuned the Center's name to give those who are not familiar with us a clearer understanding of who we serve and what we do. Effective January 1, 2010, you will see us using a modified version of our logo, that has new characteristics and colors, and we will refer to the Center as the *Conway Center for Family Business*. We wish you a safe, joyous, and happy holiday and look forward to strengthening our relationship with each of you in 2010.

WELCOME TO OUR NEW MEMBERS

Dublin Cleaners & New Albany Cleaners

Greg Butler, Margaret Butler and Brian Butler

6845 Caine Road, Columbus, OH 43235 phone: 614.764.9934 web:
www.dublincleaners.com & www.newalbanycleaners.com

Dublin Cleaners is a full-service dry cleaning and shirt laundry company that has had a

presence in Central Ohio for the last 75 years. What eventually became a dry cleaning company began as a barber shop, because in 1934 barber Bernie Butler decided to add dry-cleaning services to increase his income. Transitioning from being a barber to becoming a dry cleaner, Bernie established Hudson Cleaners, purchasing his own equipment and producing the work himself. Then in 1982, Bernie's son Greg moved the business to its current location and renamed it Dublin Cleaners. Today Dublin Cleaners and New Albany Cleaners, also owned by the Butlers, have six locations and 50 employees in Central Ohio. Greg Butler, currently serves as president and CEO and his wife Margaret is the company's marketing director. Their son, Brian Butler, is the vice president of operations and will eventually take over leadership of the company. Until very recently, the first generation was still involved in the business when Greg's mother, Martha, was coming in to do the bookkeeping three times a week. In addition, two aunts, and several cousins have worked in the business, truly making it a family owned and operated business.

TWO MEN AND A TRUCK®

Gail and John Kelley

5083 Westerville Road, Columbus, Ohio 43231 phone: 614.901.1577 e-mail:

john.kelley@twomen.com

It all started as an after-school business for two high school boys in Lansing MI. Now, 20 years later, TWO MEN AND A TRUCK®/INTERNATIONAL, Inc. has grown both domestically and internationally and includes the Central Ohio franchise owned and operated by husband and wife team Gail and John Kelley. Gail and John opened their doors in 1993 and proudly employ 80 people using 25 trucks in the family business they started 16 years ago. Two Men and a Truck® strives to exceed customers' expectations every time they move a family or business and they are doing it again and again as customers recommend Gail and John's moving company to friends and family for household moving and corporate relocation services both locally and across all 48 states. Some of the additional services they can provide include packing, unpacking, crating, loading and unloading, and storage. Two Men and A Truck® staff members are trained and equipped to handle moves as small as one appliance or moves as large as an entire office building. In addition, boxes and packing supplies are sold at their Westerville Road office and storage location or shipped directly to a customer's site.

INTERESTING READING ON FAMILY BUSINESS TOPICS

[Fortner doesn't hesitate to alter operations](#)

Columbus Business First

Over time, his son and other descendants turned his gig into a model **family-owned business**. Incorporated in 1967, Fortner Inc. is a fourth-generation ...

[White Castle serves up day for employee](#)

[Columbus Business First](#)

[Meijer Brings Together Local & Regional Specialties, Family-Owned ...](#)

... unique is its collection of original recipe items that are either made by a local company within the Meijer footprint, or by a **family-owned business**. ...

[Succession plan in place before passing on biz baton](#)

Economic Times

To conclude, succession planning, although challenging, is essential for **family owned business** to protect not only wealth of the family, but also brand...

[Who Should Run The Family Business](#)

[Forbes.com](#)

Too often, the wrong person with the right last name gets the corner office. Here's how to avoid that.

[Yes we kin!](#)

New York Post

It wasn't till she was fresh out of high school that she decided to get into the **family business**, becoming her father's tour manager. After moving to LA, ...

[Legal Tip: How Do I Divide the Family Business between My Children?](#)

Pass this along to anyone that you know that runs a **family-owned business** that might benefit from this... Kenny Childs is an attorney with Kyler, Kohler, Ostermiller & Sorensen, LLP ("KKO

Lawyers”), who regularly helps his clients with ...

[Mom and Pop Businesses Fight to Survive Recession](#)

PR Web (press release)

Wal-Mart is a **family business** run by the founder's son; and the Ford family still owns 40 percent of the voting stock in their prestigious firm. ...

[North Dakota man seeks probation in tax fraud case](#)

The Associated Press

Inc., was accused of using money from the **family business** to pay personal expenses such as for a new home, vacations, legal work, medical and other bills ...

[Six Tips for Handing Down the Family Business](#)

Fox Small Business Center

Here are six tips to consider before handing down the **family business**. No. 1: Decide whether or not to pass down the business in the first place. ...

[Even a Family Business Is Sometimes Just a Business](#)

New York Times

As Domenick Celentano, a **family business** consultant and adjunct professor at Fairleigh Dickinson University who frequently leaves thoughtful comments on ...

RECENT SURVEY OF FAMILY BUSINESS OWNERS REVEALS INTERESTING STATISTICS

Source: Scott Rider, Mass Mutual Financial Group

I recently read a research study done for Mass Mutual by Harris Interactive called *FamilyPreneurship: What Every Entrepreneur Should Know before Starting a Business with a Family Member*. This is a two-part study of focus groups among small business partners, and an online survey.

Six focus groups were conducted by Harris Interactive on January 29, 2009 among 6 separate pairs of family business owners. Participants met the following criteria: all own a business with a spouse, sibling, or immediate family member, have between 1 and 500 employees, have been in business for at least five years, and earn a total annual revenue of \$1 million or more.

The survey was conducted online within the United States by Harris Interactive on behalf of Massachusetts Mutual Life Insurance Company (MassMutual) between March 6-20, 2009 among 518 business owners, among which 330 are involved in a spousal business relationship and 250 are involved in a business relationship with a family member other than a spouse. Respondents met the following criteria: all U.S. residents, age 18 or older, have between 1 and 500 employees, have owned their business for at least five years, and have annual revenue of \$500,000 or more.

I found the findings of the study interesting and thought I would share some of the statistics with you. Of those interviewed:

- **57** percent have developed a plan to deal with estate taxes generated from the business in the event of the owners' death
- **39** percent of the business owners surveyed have a documented succession plan
- **27** percent have a buy-sell agreement in place
- **20** percent have [disability income insurance](#) for key employees in place

Are these statistics as alarming to you as they are to me? We know that long-term viability of a family business is contingent on proper planning. If you fall into the percentage of family business owners who have not protected your family and your business with these key elements, I encourage you to set aside time in 2010 to address these issues. There are many resources available through the Conway Family Business Center to help you accomplish these tasks and access to these resources is a benefit of membership. If you would like a copy of this report, I would be happy to send one to you. I can be reached at (614) 876-7044 or by e-mail me at sprider@riderfg.com.

EFFECTIVE BUY-SELL AGREEMENTS CAN PREVENT COSTLY SHAREHOLDER DISPUTES

Source: GBQ's Bottom Line



GBQ's valuation practice has assisted many business owners with shareholder buyouts, and we would like to offer a few helpful tips that could help companies avoid costly and time-consuming disputes related to these transactions. Click on "Full Article" for additional details.

 [Full Article](#)

BWC OFFERS GUIDANCE FOR EMPLOYERS ON SELECTING A GROUP EXPERIENCE RATING PLAN

Source: BWC E-News December 2009

We want to provide guidance to all private-sector Ohio employers who may consider participating in a group-experience-rating plan for the policy year beginning July 1, 2010. This is part of our efforts to preserve the group-experience-rating plan and improve its performance.

When evaluating offers to participate in a group-experience-rated program, please make sure all marketing material offering a group discount includes the sponsor name. Also ensure it and does not offer a maximum discount exceeding 51 percent. While you may see marketing materials that reference a higher discount such as 65 percent, discounts this large are not possible in the group-rating plan. Not only is this discount unattainable, but marketing this discount is a violation of Ohio law. If you receive any materials that offer discounts exceeding 51 percent, please fax them to BWC at (614) 621-5799.

A comprehensive list of BWC-certified sponsors for group-experience rating and group-retrospective rating for the July 1, 2010 policy year is available by clicking [here](#). Make sure the sponsoring organization lists its name on any advertising or promotional material. Please be cautious of any marketing material that does not contain the name of the soliciting sponsor. Also, many third-party administrators (TPAs) provide risk management and safety services to groups. However, they are ineligible to form a group that does not include an approved sponsor.

If you accept an invitation to join a group plan from an organization not listed on the above Web site, BWC will deny your application. Please ensure to accept offers to join either group-experience rating or group-retrospective rating only from certified sponsoring associations. If

you receive materials from organizations that are not certified, please fax them to us at (614) 621-5799.

For updates regarding the group-experience rating or group-retrospective rating plans, please visit ohiobwc.com.

Family Business Events for Your Calendar

Thursday, January 21, 2010 -- 7:30 a.m. - 9:30 a.m.

At Ohio Dominican University

Educational Program: When Ownership is Not an Option: *Incentives to keep key employees in your family business*

Tuesday, January 26, 2009 -- 7:30 a.m. - 9:00 a.m.

At Ohio Dominican University

Women in Family Business Peer Group

Thursday, February 11, 2009 -- noon - 1:00 p.m.

At Ohio Dominican University

Lunch and Learn--Topic: Disaster Planning

Thursday, February 18, 2010 -- 7:30 a.m. - 9:00 a.m.

At Ohio Dominican University

Educational Program: Social Media and Family Businesses: *Setting policies and precedents*

Thursday, March 18, 2010 -- 7:30 a.m. - 9:00 a.m.

At Ohio Dominican University

Educational Program: Beyond Your Own Backyard: *Tips and ideas for expanding your business outside of Central Ohio*

Thursday, April 15, 2010 -- 7:30 a.m. - 9:00 a.m.

At Ohio Dominican University

Educational Program: Doing Well By Doing Good: *Strategies to benefit your Family Business and Your Community*

Thursday, May 13, 2009 -- noon - 1:00 p.m.

At Ohio Dominican University

Lunch and Learn--Topic: Checking references of prospective employees

Thursday, May 20, 2010 -- 7:30 a.m. - 9:00 a.m.

Educational Program: If I Could Have Done It Differently: *Family business leaders discuss challenges with family*

Tuesday, June 29, 2010 -- 7:00 p.m.

Family Business Night at the Columbus Clippers Game

Thursday, July 22, 2009 -- noon - 1:00 p.m.

At Ohio Dominican University

Lunch and Learn--Topic: Managing Workers Comp Claims

Thursday, August 26, 2009 -- 4:00 p.m. - 6:30 p.m.

Artina Promotional Products, Powell, OH

7th Annual Family Business Tour and Networking Event

Thursday, September 16, 2010 -- 7:30 a.m. - 9:00 a.m.

Educational Program: Strategies for Growth: *A case study of Exterior Portfolio by Crane*

Thursday, October 21, 2010 -- 7:30 a.m. - 9:00 a.m.

Educational Program: Continuing Your Family's Business Traditions: *The good, the bad and the ugly*

Thursday, November 18, 2010 -- 7:30 a.m. - 9:00 a.m.

Educational Program: Healthy and Wealthy: *Saving money and enhancing family business employee wellness*

Thursday, December 9, 2010 -- 7:30 a.m. - 9:00 a.m.

Educational Program: All in the Family: *How to keep your family business in your family*

**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 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.