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## **Conway Center Hosting *Velvet Ice Cream: A Family Business Success Story* on May 21 at Ohio Dominican University**

Columbus, Ohio – [The Conway Center for Family Business](#) will host *Velvet Ice Cream: A Family Business Success Story* from 7:30-9 a.m. on May 21 in the Community Room in Alumni Hall at Ohio Dominican University, 1216 Sunbury Road, Columbus, OH 43219. Members of the Dager family, the founders and owners of 101-year-old [Velvet Ice Cream](#), will lead a lively program about their past, present and future plans.

Company President Luconda Dager, Vice President Joanne Dager, and their father Joe Dager, chairman, will share the knowledge and leadership lessons they've learned through four generations of family ownership. The informative session will cover:

- How the Dager family grew a small confectionary into a business that now sells over five million gallons of ice cream each year
- What it takes for multiple generations to work together and thrive in their business roles
- The critical role succession planning plays in getting a family business to the 4<sup>th</sup> generation
- What core values drive the company's success

RSVP to Heather Howell at [Admin@FamilyBusinessCenter.com](mailto:Admin@FamilyBusinessCenter.com) or 614-253-4820. The program is free for Conway Center members and \$35 for non-members. Family business leaders attending for the first time may attend as a Conway Center guest.

This session is the fifth in a year-long Morning Educational Series, hosted by the Conway Center for Family Business. For more information about this series or the Conway Center, please visit [www.familybusinesscenter.com](http://www.familybusinesscenter.com) or call 614-253-4820.

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*The [Conway Center for Family Business](#) is Central Ohio's resource for educational programs, resources and networking opportunities to support the growth and success of family-owned businesses. The Center celebrates the successes of family-owned businesses at its annual awards program and offers peer group opportunities for next-generation leaders, family business leaders, and women family business owners. The organization includes more than 180 family-owned businesses from Central Ohio that employ more than 17,000 individuals.*

*2015 marks 101 years of business for [Velvet Ice Cream](http://www.VelvetIceCream.com). Founded in 1914 by Joseph Dager, four generations of Dagers have since run the company, which is located in Utica, Ohio on 25 acres of the perfect combination of wooded countryside and rolling, pastoral farmland. Still family-owned and operated, Velvet produces and distributes more than five million gallons of ice cream every year from its headquarters on the grounds of Ye Olde Mill. Ye Olde Mill also houses an ice cream and milling museum, a restaurant, playground, picnic area and catch-and-release fish pond.*

*Named by Frommer's as one of America's 10 Best Ice Cream Factory Tours, Velvet's Ye Olde Mill welcomes 150,000 visitors each year for tours, tastings and events. The annual Ice Cream Festival (May 23-25, 2015), group tour experiences and school learning field trips are among the many draws to Ye Olde Mill, which is open to the public May 1-October 31. Complete information about Velvet Ice Cream and Ye Olde Mill is available [www.VelvetIceCream.com](http://www.VelvetIceCream.com).*