



Communicator

• WINTER 2018

Conway Center Celebrates 19th Annual Family Business Awards and Expo

We had a wonderful celebration of family businesses at our 19th Annual Awards Program on November 8, 2017. More than 500 guests celebrated another year of family business success at the Hilton Easton. Rhett Ricart, CEO of Ricart Automotive, accepted the Family Business of the Year Award on behalf of his team with excellent advice on how to sustain and nurture a family business. F.W. "Bill" Englefield III, founder of Englefield Oil and The Duchess Shoppes and winner of the Lifetime Achievement Award, spoke eloquently about the importance of gratitude and treating employees like family during his acceptance speech.



◀ LEFT: Rhett Ricart sharing family business advice with the audience.



BELOW: F.W. "Bill" Englefield III accepting his Lifetime Achievement Award.



More than 50 Conway Center member family-owned businesses and service providers showcased their products and services to attendees

at the fifth annual **Family Business Expo**, held in conjunction with the Awards Program. The exchange of ideas and resources was really quite powerful! This is a great example of the networking and relationship-building opportunities available to our members.

This Conway Center signature event is made possible by our **generous sponsors**. We thank them for their continued

support of the Center and of Central Ohio family businesses. They are: Columbus Business First, First Merchants Bank, Gryphon Financial Partners, Ricart Automotive, Rider + Reinke Financial Group, Taft/, and White Castle. As a non-profit organization, we are grateful for the support of each sponsor.

Join us May 4th, 2018
**20th Anniversary Celebration
 & Family Business Hall of Fame**
 Hilton Columbus at Easton
 See page 3 for details

Complete list of all Family Business Award Honorees and Winners and more photos on pages 4 and 5 ➤

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Dick Emens
*Conway Center for Family Business
Board Chair*



The Conway Center Report

Moving Forward to Better Serve Family Businesses

The Conway Center for Family Business celebrated its 19th Anniversary in 2017. It has been another year of growth – in programs, peer groups, membership, and attendance.

A FEW HIGHLIGHTS FROM 2017:

- **Nine educational programs and four quarterly roundtables** were presented to family business leaders on topics ranging from Millennials, sibling relationships, wealth transfer, employee engagement, and more. Family business leaders and service providers shared experiences, expertise, challenges, and successful business strategies throughout the year.
- **Three social/networking events** enabled members to build relationships and get to know each other better. Family Business Night at the Columbus Clippers, our annual golf outing, and the 14th Annual Family Business Tour and Networking Event at Citicom, provided opportunities for multiple generations to interact while enjoying different events.
- **The 19th Annual Family Business Awards Program and Expo** was very well attended by family business and community leaders and celebrated the success of 37 family businesses. The Expo showcased Conway Center members and service providers who displayed and demonstrated their products and services to a large and diverse crowd of family business leaders.
- **Twelve Peer Groups**, the “heart” of the Center’s mission to help family businesses transition to the next generation, continue to grow in attendance and offerings. 2017 saw the addition of Emerging Leaders, specifically for non-family leaders working in a family business, and a reformulation of our Business Development Peer Group into Ignite Your Family Business™, with quarterly sessions focusing on marketing. Other peer groups include: CEOs, Finances for Family Businesses, Human Resources, Leadership Development 1.0 and 2.0, Next Generation Leaders, Online Strategy, Succession Planning 1.0 and 2.0, and Women in Family Business.
- Conway Center membership now includes **nearly 200 family business and over 30 service provider members.**
- **The Center’s family business members together have more than 20,000 employees in Central Ohio.**

The Conway Center for Family Business continues to grow and have a meaningful impact on the Central Ohio business community thanks to the efforts of many people – especially the generosity of the Conway family, the outstanding Center staff, the counsel and commitment of the Trustees and the Advisory Board, and the efforts of many family business and service provider members who are active participants and advocates for what we do.



J. Richard Emens
Executive Director

Jill Hofmans
Managing Director

Launching next gen family business leaders since 1998.



FRONT ROW: Genevieve Reiner Mills, Oakland Nursery; Aaron Siekmann, The Siekmann Company; Katie Ricart Liczfuss, Ricart Automotive
BACK ROW: Bryan Warman, Warman Productions; Andy Wasserstrom, Advance Sign Group; Jonathan Modlich, Modlich Monument Company, Inc.

The Conway Center for Family Business invites you to

- SAVE THE DATE -

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Morgan Stanley



MAY 4, 2018

20th Anniversary Celebration & Family Business Hall of Fame
6:00 p.m. at the Columbus Hilton at Easton

Congratulations to the 2017 Honorees:

FAMILY BUSINESS OF THE YEAR

Ricart Automotive **1**

LIFETIME ACHIEVEMENT

F.W. "Bill" Englefield III, **2**
Englefield Oil & The Duchess Shoppes

COMMUNITY ENGAGEMENT

Jeni's Splendid Ice Creams **3**

RE-INVENTION

Alyfe Wellbeing Strategies **4**

SUCCESSION PLANNING/ IMPLEMENTATION

Small – Lee Farms **5**

Medium – Advance Sign Group **6**

Large – Kimball Midwest **7**

MILESTONE ACHIEVEMENTS

100 Years: George F. Neff & Company **8**

70 Years: Stanley Steemer International

65 Years: Anthony-Thomas Candy Co.

65 Years: Baesman

60 Years: Southeastern Equipment Co.

55 Years: 2-J Supply, Inc.

50 Years: Straub Dance Center **9**

50 Years: Jay-Car Construction Company, Inc. **10**

50 Years: Artina Promotional Products **11**

45 Years: McGohan Brabender

45 Years: TriAd Marketing and Media

40 Years: Jet Container

40 Years: Heiberger Paving

40 Years: Flyers Pizza/Ulrey Foods

40 Years: Ahlum & Arbor Tree Preservation

30 Years: Inn & Spa at Cedar Falls

30 Years: Burton Metal Finishing, Inc. & Powder Coating

30 Years: Basement Doctor

25 Years: Safex, Inc. **12**

25 Years: Kaiser Consulting **13**

25 Years: Capital-Plus, Inc **14**

20 Years: QuickStitch Plus

20 Years: RobinTek

20 Years: Easy IT

20 Years: 5 Seasons Landscape Management

15 Years: PMG Employment Consultants

15 Years: Jeni's Splendid Ice Creams

15 Years: A Player Advantage, LLC

10 Years: Hina Environmental Solutions, Inc.

5 Years: Outreach Promotional Solutions, Inc.

5 Years: CloudCover, LLC

Honoree Photos from the 2017 Awards





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to all of our generous

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Family Business Success eBook Series Now Available

Working in a family business can be challenging. Dynamic relationships and confronting inevitable growth and change can be stressful for any business, let alone a family-operated one. The Conway Center for Family Business, Central Ohio's leading resource for family businesses, understands these distinctive family business issues.

In November 2017, the Center launched an eBook series on family business education and insights. The five-book series addresses topics that are essential to creating leaders and building professional relationships. Four new eBooks are planned for release throughout 2018.

Succession Planning for Next Gens

Released in November 2017, *Succession Planning for Next Gens* focuses on how the next generation of leaders in a family business can begin the conversation with current leaders on the sensitive topic of succession planning.



Written by Bea Wolper, President of Emens & Wolper Law, LLP, and Co-Founder of the Conway Center, this eBook helps current and next generation family leaders begin the conversation of succession, set goals for succession and how to start the journey into the next generation:

“Don't give up! Once the process is completed, control of the family business will successfully move to the next generation and the family business and family legacy will continue...”

The tips taught in this eBook serve as a great basis for rest of the series, and can be viewed and downloaded at <http://www.familybusinesscenter.com/ebooks/>.



Tips and Tactics for Recruiting in a Tight Job Market

Set for release in February on the Conway Center website, *Tips and Tactics for Recruiting in a Tight Job Market* highlights tactics to use when interviewing, handling reviews, and even trying to win over job seekers through websites and social media. Written by Kim Shoemaker, CEO of Acloché, the book is full of practical advice for family businesses hiring in 2018:

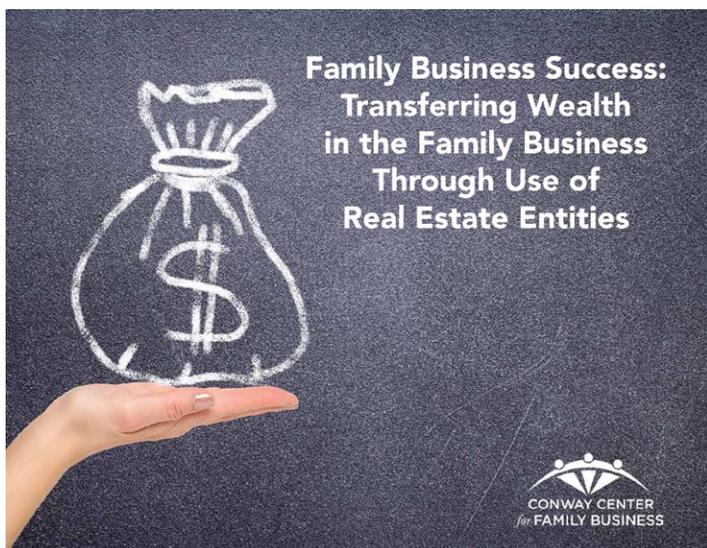
“Today's job market is extremely competitive. Recruiting top talent has become one of the main challenges facing employers due to great candidates having multiple opportunities from which to choose. More than ever, employers need to differentiate themselves from the competition to stand out to job seekers.”

Technology is increasingly making it easier to connect with future employees, and it is crucial to maintain a good external presence both on and offline to demonstrate that your business is the right fit.

The final three eBooks in the series, set for release this spring and summer, focus on internal management within a family business.

Transferring Wealth in the Family Business Through Use of Real Estate Entities

Written by J. Anthony Kington, Partner at Taft/ Law, *Transferring Wealth in the Family Business Through Use of Real Estate Entities* discusses how to use real estate entities to transfer wealth in a family business. To allocate real estate equity among family members, it is sometimes necessary to transfer real estate outside of the family business to avoid transferring the operating business:



“Once the real estate is held — or has been transferred — outside of the family business, the ownership can be structured as a family-limited partnership or limited liability company, with both voting and non-voting interests. The transfer of the non-voting interests to family members can result in the equity in the business being transferred at a very tax-efficient cost...”

This eBook serves as an informative guide, but be sure to consult with your tax advisor prior to making any transfer.

Planning for Retirement

Just as succession planning is crucial in any business, so is retirement planning. *Planning for Retirement*, written by Thaddeus O’Brien, PhD, President of O’Brien & Associates, walks family business leaders through the retirement planning process, and how such planning is key to the succession and legacy of a family business:



“Succession planning gets a lot of attention in every organization, but it is particularly critical to a family business.

If the family is going into the future as a family business, exceptional care should be taken to ensure the legacy of the family continues.”

The eBook also discusses ways to cope with the newfound absence of someone who has retired, especially if that person had a pivotal role in bringing the family business to life. This adjustment can often lead to a new business or leadership dynamic.

Benefits of an Advisory Board and Family Council for a Family Business

When hard decisions have to be made, an advisory board can serve as a highly useful resource. *Benefits of an Advisory Board and Family Council for a Family Business* is set for release this summer.



The last eBook in the series is co-written by Conway Center Co-Founder J. Richard Emens; Highlights for Children CEO Kent Johnson; and Rick McQuown, Partner at Porter, Wright, Morris and Arthur, LLP.

Advice from individuals who do not have their “blood” in the business is very helpful:

“The key benefit of an advisory board is for individuals with relevant business experience to provide the CEO with objective, independent, caring advice on a continuing basis.”

Over time, guidance from an advisory board can help make family relationships stronger and decision-making easier. In addition to the benefits of an advisory board, education on all of the topics discussed in the eBooks can help improve your business. Retirement and succession planning, along with understanding the importance of wealth transfer and recruiting, can help better ensure the longevity of a family business.

To download *Succession Planning for Next Gens*, and gain access to the next eBook in the Family Business Success Series, visit familybusinesscenter.com/eBook-access/.



Conway Center Peer Groups

Peer Groups are one of the most powerful and best learning forums we offer. They are small groups focused on a particular subject that provide a confidential environment for idea exchange, family business education, and personal growth.

CEO – EAST AND WEST

Family business CEOs to come together monthly in a confidential environment to discuss business, personal or family business related issues. Participants can seek input and advice when discussing executive level business issues. Additional fee to attend. East meets the second Thursday from 5:00-9:00 p.m. West meets the fourth Thursday from 3:30-7:30 p.m.



EMERGING LEADERS DEVELOPMENT PROGRAM

Led by Bryan Gillum, CMAX Advisors

Working as a non-family member in a family owned business can be incredibly challenging. Through this program we will help non-family members improve their performance in a family organization. Held monthly on the first Tuesday from 7:30-9:00 a.m.

FINANCES FOR FAMILY BUSINESSES

Led by industry experts

Explore topics in financial literacy and management. Topics include key performance indicators, accounting software, internal controls, year-end prep, budgeting/cash flow, and more. Held quarterly as posted from 8:00-10:00 a.m.

HUMAN RESOURCES

Led by industry experts

This Peer Group explores topics in HR from a family-owned business perspective. Benefits Conway Center members who manage the HR functions by default and HR professionals with training and experience. Held quarterly as posted from 8:00-10:00 a.m.

IGNITE YOUR FAMILY BUSINESS™

Led by experts at GREENCREST

Are you ready to fuel your marketing and take your family business to the next level? Join Conway Center service provider GREENCREST for a quarterly peer group to help you learn how to execute marketing, advertising, public relations and digital programs that deliver results and ignite your family business! Held quarterly as posted.



LEADERSHIP DEVELOPMENT

Generously sponsored by Park National Bank

Led by Ethan Martin, Integrated Leadership Systems

Explore leadership skills and provide new ways of looking at coaching and team building. This is a great opportunity for up-and-coming family business leaders as well as current managers who wish to re-evaluate their approach to staff development and mentoring. Held monthly on the third Tuesday from 8:00-9:30 a.m.

LEADERSHIP 2.0

Generously sponsored by Park National Bank

Led by Michael Devine, Devine Consulting

This group is open to members who have completed at least three sessions of the Leadership Development Peer Group. The emphasis is on working through case studies and participants are expected to bring relevant issues and cases of their own to share. Topics include performance improvement, conflict resolution, and coaching. Held monthly on the second Wednesday from 8:00-9:30 a.m.

NEXT GENERATION

Led by Thaddeus O'Brien, O'Brien & Associates

A new group forms each January and targeted members age 21-40 are drawn from non-competing industries. The group discusses issues specific to next generation leaders as they navigate the process of assuming greater leadership roles in their family. Meets monthly from noon-1:00 p.m. An Orientation for prospective members is offered each December.

ONLINE STRATEGY

Led by experts at Adept Marketing

Ready to take your company's Internet presence to the next level? Join Conway Center service provider Adept Marketing for a quarterly peer group offering the latest in Internet strategies such as SEO, inbound marketing, analytics, and web design. Held quarterly as posted from 8:00-9:30 a.m.

SUCCESSION PLANNING 1.0

Generously sponsored by Morgan Stanley

Led by Bea Wolper, Emens & Wolper Law Firm, Thaddeus O'Brien, O'Brien & Associates, and Meredith Sugar, Taft/ Law

From inter-family dynamics to strategic planning, group members participate in interactive sessions that provide the foundation for transitioning their family business to the next generation. Held the second Thursday from 7:30-9:00 a.m.



SUCCESSION PLANNING 2.0

Generously sponsored by W3

Led by Bea Wolper, Emens & Wolper Law Firm, Thaddeus O'Brien, O'Brien & Associates, and Tony Kington, Taft/ Law

This group delves into specific aspects of Succession Planning on topics such as preparing your leadership team in anticipation of your departure, best practices, redemption plan, buy/sell agreements. Meets quarterly as posted from 7:30-9:30 a.m.

WOMEN IN FAMILY BUSINESS PEER GROUP

Generously sponsored by Huntington Bank

Led by Bea Wolper, Emens & Wolper Law Firm

This group is for women who own, work for, or play a supporting role in a family business are discussed each month. Earning respect, leadership, employment practices, family dynamics, and communication in the family business are just a few of the topics that are explored in this interactive group. Held the second Tuesday from 7:30-9:00 a.m.

To register: Amy Dotts, Event Coordinator at adotts@familybusinesscenter.com. Conway Center membership is required to participate in Peer Groups.



2018 Programs

MONTHLY EDUCATIONAL PROGRAMS

- | | |
|---|---|
| <p>JAN January 18 – Bringing the Next Gen into the Family Business: Who, When, How? – <i>Sponsored by Key Bank</i></p> <p>FEB February 15 – Managing the Impact of Marriage on the Family Business: From Pre-Nupts to Practical Advice on Work/Life Balance – <i>Sponsored by Huntington Bank</i></p> <p>MAR March 15 – How to Protect the Family Business and the Customer Relationship: Getting Paid on Time, Every Time! – <i>Sponsored by Huntington Bank</i></p> <p>APR April 19 – Non-Family Senior Leaders: Navigating and Managing the Family Business when all of the Top Spots are Filled – <i>Sponsored by Key Bank</i></p> <p>MAY May 17 – Why Re-Invent the Wheel? Family Business CEOs on What It Takes to be Successful – <i>Sponsored by Key Bank</i></p> | <p>SEPT September 20 – Succession Stories from Conway Center Members – <i>Sponsored by Key Bank</i></p> <p>OCT October 18 – Employee Wellness: Practical Applications to Save Money and Keep Your Employees Healthy and Happy – <i>Sponsored by Huntington Bank</i></p> <p>NOV November 8 – This is not your Grandfather's Company: Diversification and Starting a Branch of the Family Business – <i>Sponsored by Huntington Bank</i></p> <p>DEC December 20 – Learning from the Past, Moving Toward the Future: Multi-Generational Communication Challenges and How to Navigate Them – <i>Sponsored by Key Bank</i></p> |
|---|---|

ROUND TABLES – SCHEDULED THROUGHOUT THE YEAR

- Compensation Strategies: Family and Non-Family Employees
- Healthcare Changes: What Now? What Should We Expect?
- Married and in Business Together? How to be Your Best in Both Places
- Maximizing the Value of your Family Business: Treat it Like an Investment
- Mergers & Acquisitions: Selling? Growing? Tools for Family Business Owners
- Transitioning Toward Retirement: What's Your Next Mountain?

Plus two on Diversity & Inclusion presented by Huntington Bank!

EVENTS & RELATIONSHIP-BUILDING OPPORTUNITIES

- MAY 4**
20th Anniversary Celebration & Family Business Hall of Fame
-Sponsored by Heartland Bank and Morgan Stanley
- JUNE**
Columbus Night at the Clippers *-Sponsored by Huntington Bank*
- JULY 16**
5th Annual Golf Outing *- Sponsored by Morgan Stanley*
- AUGUST 9**
15th Annual Family Business Tour & Networking Event at Jet Container
- NOVEMBER 14**
20th Annual Family Business Awards and Expo





These Service Providers Understand What Central Ohio's Family Businesses Need



Jim Bechtel, CPA, CGMA
614.947.5208
gbq.com

ACCOUNTING



CPAs & Consultants

Michelle Roseberry, CPA, CGMA
614.228.4000
HBKcpa.com

ACCOUNTING



HOLBROOK & MANTER, CPAs
PROFESSIONAL SERVICES FIRM

Stephen Smith, CPA, CGMA, MBA, CVA
614.494.5300
HolbrookManter.com

ACCOUNTING



Hans J. Kronsbein, CFP®, CPWA®
614.222.9082
plantemoran.com

ACCOUNTING



First Merchants Bank

Tom Dunson
614.583.2200
firstmerchants.com

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Laurie Pfeiffer
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Tom Flynn
614.944.5760
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Rea & associates
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614.923.6532
knowandgrow.com

BUSINESS VALUATION



Michelle Houck
800.955.6446
ohiodominican.edu

EDUCATIONAL INSTITUTION



Michael D. DeVine, MS, LPC-S
877.455.4764
devinetalentconsulting.com

FAMILY BUSINESS CONSULTING



Debbie Donahey, MBA
614.544.4426
ohiohealth.com

HEALTH CARE



Chris Reinke
614.876.7044
riderfinancial.com

INSURANCE/FINANCIAL PLANNING



Kelley King
614.261.0600
schiffmangrow.com

INSURANCE/FINANCIAL PLANNING



Bea Wolper/Kelly R. Jasin
614.414.0888
emenswolperlaw.com

LAW: BUSINESS & ESTATE PLANNING



Rick McQuown
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Edward S. Kim
614.221.1216
fishelhass.com

LAW: LABOR & EMPLOYMENT



when growth is the goal

Molly Wiener
614.360.3132
adeptmarketing.com

MARKETING: INTEGRATED



Kelly Borth
614.885.7921
greencrest.com

MARKETING: INTEGRATED



Rod Vedder
614.888.3001
robintek.com

MARKETING/WEBSITE DEVELOPMENT



Michael C. Shaw
614.888.1786
copperruncap.com

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WEALTH MANAGEMENT



Peter Reist, CPA/PFS, AIF
1.800.722.2289
ofgltd.com

WEALTH MANAGEMENT



Conway Center Service Providers

understand the unique needs of family-owned businesses and share their knowledge with members during the Center's educational programs and peer groups.

Looking for help growing or transitioning your family business to the next generation? Attend a Conway Center program or peer group, or consult one of these recognized Service Providers.



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LOOK INSIDE FOR:
Photos from the Awards & Expo
20th Anniversary Celebration & Hall of Fame
New eBook Series Available

In Their Own Words — Conway Center Member Testimonials



"The Conway Center for Family Business has been very valuable to my husband, our management team, and me, and for the information we take back to our employees. Family businesses have special needs that are different than other businesses. The monthly educational sessions and networking opportunities meet those needs. I learn

information that is important not only for our day-to-day operations, but also is helpful in planning for the future. I especially enjoy the women's peer group meetings as we discuss topics that are relevant to women who own or work in a family business."

Ellen Grinsfelder
President, Inn & Spa at Cedar Falls



"Knowledge and experience were the keys for me when I transitioned to second-generation leadership of our family business. The Conway Center's peer groups and education series continue to equip and inform my personal development in a setting without

any high-pressure sales. I am surprised every Central Ohio family business isn't a member."

Steve Harmon
Managing Director, Spartan Logistics

Conway Center Mission:

To help family businesses continue to be successful ▪ To assist family-business owners with transitioning their business to the next generations ▪ To celebrate the accomplishments of outstanding family businesses in our community ▪ To increase awareness of the positive impact family businesses have on the Central Ohio economy