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**Conway Center Presents Panel Discussion Entitled “This is
Not Your Grandfather’s Company: Diversification and
Starting a Branch of the Family Business”**

Columbus, Ohio, November 1, 2018 – According to the Family Business Consulting Group, "The primary advantage of family business diversification is that it helps assure ownership's long-term commitment to the business." But, "All this works so long as the family has the right number and mix of businesses of the right size each."

[The Conway Center for Family Business](#) is hosting a panel discussion on diversifying the family business. The program takes place 7:30-9 a.m. on November 8 in the Community Room at Ohio Dominican University, 1215 Sunbury Road, Columbus, OH 43219.

Jonathan and Jerry Modlich of Modlich Monument Company will discuss their experiences with spinning off a business from the primary family business unit. Jim Wasserstrom of Advance Sign Group will share why he left his family business to start his own.

This program is facilitated by Kelly Borth of GREENCREST and sponsored by Huntington Bank.

RSVP to Amy Dotts at ADotts@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 eighth in the nine-program 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 or call 614-253-4820.

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ABOUT THE CONWAY CENTER

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, women family business owners, and more. The organization includes approximately 200 family-owned businesses from Central Ohio that employ more than 25,000 individuals. The Conway Center is celebrating its 20th Anniversary in 2018.