

WHAT OUR MEMBERS ARE SAYING...

"I would strongly encourage any family business to join the Family Business Center."

-Jason Banuski, HR One

"...extremely valuable to my family and my company."

-Eric Allyn, Welch Allyn

FAMILY BUSINESS CENTER
MADDEN SCHOOL OF BUSINESS @ LEMOYNE COLLEGE
1419 SALT SPRINGS ROAD BOX 98 GH200
SYRACUSE, NY 13214

JEFFROGERSCOACH@GMAIL.COM
WWW.NYFBC.ORG



FAMILY BUSINESS CENTER

AT THE MADDEN SCHOOL OF BUSINESS AT LEMOYNE



The New York Family Business Center provides education, tools, and resources specific to family businesses in Upstate New York in a nurturing and confidential environment.



WHO WE ARE

The New York Family Business Center is a not-for-profit membership organization. We are the only organization in our region that, with the assistance of local and national professionals as well as the Madden School of Business, provides education, resources, and knowledge specific to maximizing the success and profitability of a family-owned business. This environment gives members the opportunity to talk openly and share experiences with their peers and other owners of successful family businesses.

Family Businesses are the...

PAST, PRESENT & FUTURE OF OUR ECONOMY



Each family business was started on their own principles and values. Regardless of what they may be, we all share one in common: passion. Passion for what we do, passion for who we serve, and passion for the people around us.

The Family Business Center is here to share and enhance that passion and help our members grow the companies they live and breathe. Call us today for membership information or visit online to learn how the FBC can help your family business.

FAMILY BUSINESSES BY THE NUMBERS

- » 80-90% of all incorporated US businesses
- » 37% of Fortune 500 companies
- » 60% of publicly-traded firms in the US
- » Generate between 50-70% of US GDP
- » Provide approximately 80% of US private sector jobs

NYFBC CAN HELP YOUR FAMILY BUSINESS THRIVE THROUGH SEMINARS ON:

- » Transition Planning
- » Leadership Development
- » Governance/Family
- » Philanthropy

FOUNDERS:

*Donahue Financial Management Group
Onondaga County Industrial Development Agency
CenterState CEO*

ANNUAL SUPPORTING SPONSORS:

*Dermody, Burke & Brown
AXA*

ANNUAL SUPPORTING MEMBERS:

*United Radio
Central New York Business Journal*

SPONSORS:

*CNY Community Foundation
Cowley Associates*

MEMBER BENEFITS

Who would benefit?

- » Owners
- » Shareholders
- » Family Members
- » Key Employees

Membership includes:

- » Admittance to family
- » Consulting access to our family business professionals
- » Complimentary membership to our monthly members-only Peer Group and members-only Mastermind
- » Interaction with family business owners and next generation
- » Family Firm Institute (ffi.org)

You should join if:

- » Maintaining family ownership/management of your business is a priority
- » You have attended outside activities related to family-owned businesses
- » You have ever asked another family business owner who they use for advisors
- » You have ever discussed a family business matter with another family business owner
- » Your business has or needs a formal mission or value statement
- » You are the next successor of your family business
- » You are wondering what continuing education is needed for this role
- » You think it is time to start working "on" the business instead of just "in" the business
- » You have advice to offer others

FAQ'S

What is a “family business”?

We ask that our members be businesses in which the family has meaningful ownership and which employ two or more family members. We also extend our membership to privately owned businesses whose owners are considering or planning on bringing family members into the business.

Can non-members attend events?

Yes! We are a member-based organization but have a guest policy for potential family business members who feel it important to experience our community before committing to an annual membership. The cost for this event will be deducted from your membership fee should you decide to join thereafter. To register for or inquire about an event, please email jeffrogerscoach@gmail.com.

Can advisors attend events?

You must be an annual sponsor of the NYFBC to attend an event. We have limited sponsorships available for each field of professional advisors. To learn more, email jeffrogerscoach@gmail.com.

What are my payment options?

We accept checks only. We ask that you pre-pay for events. If you become a member within 30 days of the event you have attended, the payment will be credited to your membership.

EVENTS

The New York Family Business Center's mission is to provide tools and resources specific to family businesses in Upstate New York in a nurturing and confidential environment. We provide this as an opportunity for Upstate New York leaders to have a forum to address their unique and critical issues of running a family business and help the business and the family to succeed in current and future generations.

Peer Groups

FBC Peer Group meetings gather the areas finest family business leaders and breakdown relevant topics each month for in depth discussion. The group explores a true 360 approach to the topics discussed as each member offers their unique angle of debate. Always learning at the FBC Peer Group monthly meetings.

Mastermind Groups

FBC Mastermind Group meetings frame a general topic and member family business leaders offer their own unique primary challenge associated to the general topic. Limited to 10 attendees we explore the top two or three primary concerns voted on by the group. A more in depth set up of the concern, a round of probing questions by attending members and final recommendations results in a win for all who attend.

Conferences

The FBC Conference Series offer insight into the latest and most relevant presentations in business faced by family business leaders today. Member driven topics assure the information is relevant and usable today.

Workshops

FBC Workshops get right to the heart of the topics explored with engaged action. The best way to learn and expand knowledge is to actually take necessary action. In the FBC Workshop Series plan to roll up your sleeves and get to work!

Member Company Tours (On Site)

Our FBC Member Company Tours offer information and history you just cannot gather if not presented onsite and by the family. Plan to walk and talk with those who actually built the business and make it work every day. Always a member favorite.

Madden Lecture Series

Madden Lecture Series, sponsored by Madden School at Le Moyne College, offers the opportunities to learn different aspects of entrepreneurship. The series include lectures on various topics and panel discussions with successful entrepreneurs.

NYFBC CONFIDENTIAL MEMBERSHIP APPLICATION

Full Name: _____

Title: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-Mail: _____

Business Type:

- Service
- Manufacturing
- Sales
- Distribution

Company Info:

Date Established: _____

Number of Employees: _____

Generation: _____

Number of Family Employees: _____

Yearly Company Revenue: (Documentation Not Required)

- Less than \$6M (Dues: \$600)
- \$6M-\$15M (Dues: \$1250)
- More than \$15M (Dues: \$2000)

Ages of future generations:

- 0-9
- 10-13
- 14-19
- 20-25
- 26+

Topics that Interest You:

- Estate Planning
- Choosing Advisors
- Strategic Planning
- Leadership Development
- Compensation & Performance
- Governances

Referred by:

(Continued on back)

Additional Participants:

Full Name: _____

Relationship: _____

Email: _____



Peer Group Schedule

January 2019

Strategic Planning and goals for our family business this year.

Goals, goals and more goals, I'm overwhelmed. Why is achieving these goals REALLY important to you?

For example, if you DON'T do it, what might happen? If you DO achieve it, what might happen?

February 2019

We have a great family business and we need more traction NOW!

Why YOU and why now anyway? What separates your family business from all that noise?

What "little things" do you do, that no one else does, to make your customers feel special?

March 2019

Sales could be better. Oh what to do!

Has your sales staff had any formal sales training? Describe:

How else do you provide continuing training on sales and product knowledge?

What other strategies have you put in place to increase sales effectiveness and motivate the staff?

Do you have a standard, formalized hiring process?

April 2019

My team needs a jumpstart and I'm tired with all of it!

Please describe the "typical" hiring process that you ACTUALLY use.

How do you keep your employees motivated?

What systems do you have in place, do they run without your supervision?

May 2019

We need better margins, we have cut to the bone and I'm very nervous.

When was the last time you increased your prices?

How much did you increase them by?

June 2019

My dashboard needs some updates, KPI's that matter for our family business.

If you were sitting on a beach in Hawaii, list nine things that you could quickly review concerning your business (e.g. revenues, leads generated, sales made, total employee hours, average dollar sale, cash in bank, payables due, receivables due, etc.) that you would get a very good idea of how your business did in the prior week or month?

June 2019

My dashboard needs some updates, KPI's that matter for our family business.

If you were sitting on a beach in Hawaii, list nine things that you could quickly review concerning your business (e.g. revenues, leads generated, sales made, total employee hours, average dollar sale, cash in bank, payables due, receivables due, etc.) that you would get a very good idea of how your business did in the prior week or month?

July 2019

Family Delegation Strategies to implement now.

I delegate work with clear communication on expectations, why we're delegating and the benefit of the work to all involved. I communicate fatih in my associate and will not let them fail, and they know it!

August 2019

But we have always done it that way, why change now?

It works just fine!

Innovation and technology that is required for your family business to succeed in the years to come. What are you really doing about it right now? Tic toc!

September 2019

Personal Effectiveness 360 Balance for me? Right!

I am fully aware of all aspects in my life, I am under control and have all the time I want to enjoy what I enjoy. When I want! I regularly get valued feedback from those I care about that supports the above statement.

October 2019

We understand why Shaping Culture and Organizational Change is key to the future. But how do we do it?

Our family business is changing as we grow and that is scary. As a family, we are very concerned with delusion of our family value and what we stand for. We get it, but are having difficulty implementing what we want. Sometimes I do not recognize what I am seeing around me.

November 2019

Self Discipline, Focus and Decision Making in our family business.

Sometimes I feel we display as a family lacking behaviors that may demonstrate a message not healthy to the business and organization. We sometimes get very distracted, and even possibly selfish and self-centered in our individual and family behaviors. I am concerned.

December 2019

Another successful year in the books, now what?

I am feeling restless and our family business seems a bit boring right now. I need some new stimulation and challenge, but my family doesn't understand. I'm stressing out!

Mastermind Schedule

January 2019

My family business strategic planning is NOT up to what I think it should be, seems like a lot of work and my family will not buy in.

February 2019

It seems like all I do is work, work and work, but I feel like I have no real traction. What is stalling me out?

March 2019

Sales drive all businesses and mine too, but we as a family do not seem to value a process and training for the future. I need some help!

April 2019

A faint pulse around here, the team needs to hit high gear! But, I'm tired and seem to have lost some gas, I/we need motivation now!

May 2019

Profits I understand drive success, I need better margins now!

June 2019

Financials, numbers, stats and tracking oh my! I need some real information fast..... but what do I need to measure really?

July 2019

I cannot seem to get everything done that needs to be done ever! But I cannot seem to delegate either. Help!

August 2019

Innovation and change is the name of the game and we got this! Right?

September 2019

I am personally effective and everyone knows it, at least I think I am.

November 2019

I am a Focused leader and make great timely decisions all the time. I am always in control of myself too! Always.

December 2019

What's up for next year with this family business, I'm not sure I know my roll around here anymore.

Sponsorship Opportunities

FBC Strategic Sponsor

- Company Logo displayed on all e-mail announcements for 12 months, EXTRA large display
- Company Logo on the FBC homepage (header position) as a Strategic Sponsor for 12 months
- Immediate "Strategic Sponsor Member Spotlight" e-blast to membership
- Your logo displayed on Peer Group, Mastermind and Event Promotional Marketing Materials
- Strategic Sponsor Level Membership with FBC
- (2) Tickets to FBC Scheduled Events in Calendar Year
- Presentation Preference: Your company will be a primary source of contribution to FBC's Annual Programming Event

The appreciation of FBC Membership for your support of family business in our community.

\$5,000

The Family Sponsor

- Company Logo displayed e-mail announcements for 12 months, medium display
- Company Logo on the FBC homepage for 12 months, side margin, medium display
- Company Logo displayed on e-mail announcements for Peer Group, Mastermind and Event Promotional Marketing Materials
- Sponsor Membership with 2 tickets at Annual FBC Event and Networking Mixers

The appreciation of FBC Membership for your support of family business in our community.

\$2,000

FBC Business Sponsor

- Company Logo on the FBC homepage, side margin, small display
- (1) Tickets to FBC Annual Event and Networking Mixers
- (1) Tickets FBC Annual Event

The appreciation of FBC Membership for your support of family business in our community.

\$1,000

FBC Single Event Sponsorship

- Company Name listed on FBC homepage related to specific event
- Single Membership
- (1) Ticket to FBC Annual Event

\$500

FBC Annual Event Sponsorship

- **Keynote Presenting - \$2,500**
 - » Company name/logo on materials to be distributed on Programs
 - » Your company name/logo on website registration page/information
 - » Membership
 - » Admission to Program & Networking events
 - » A representative from your organization can make an announcement at each Network or Program event* (Non-sales like announcement)
- **Meal - \$750**
 - » Company name/logo on materials to be distributed on Programs
 - » Admission to event
- **Event Materials - \$500**
 - » Company name/logo on materials to be distributed on Programs
 - » Admission to event