



Center For Family Business



Inland Empire Chapter

The Leading Resource for
Family Business
in Southern California



GREATER
ONTARIO
BUSINESS COUNCIL
THE INTERSECTION OF COMMUNITY AND COMMERCE



CALIFORNIA STATE UNIVERSITY
FULLERTONTM





Leadership.

Family Harmony.

Generations of Prosperity.

Education. Succession.

Relationships of Trust.



Welcome To **FOR** THE CENTER Family Business

Your family business is special, unique, and as much a part of who you are as anything. Protecting the business, maintaining harmony in your family, planning for the future, and developing relationships of trust are all significant concerns for any owner of a family business.

At the Center for Family Business at Cal State Fullerton, our sole purpose is to work with you to ensure that your business and family are successful today, and for years to come. Through monthly workshops, Peer Affinity Groups, education courses for the next generation of your company, and formal and informal relationship- building opportunities, we work with dozens of companies like yours. You see, our goal is simple: we are only successful, now, and for years to come, if you are successful now, and for years to come.

Through the resources provided by the Center, you will learn tools, ideas, techniques, and develop relationships with your peers—people who are walking miles in your shoes, who understand the challenges you face, and who will become trusted advisors.

The key to the Center for Family Business is the third word in our title...FAMILY! Our meetings are like monthly family reunions, where friends and family gather to compare notes, share ideas, and learn from experts in the field of family business.



ABOUT the CENTER FOR Family Business

The Center for Family Business is an educational forum under the direction of the Mihaylo College of Business and Economics at California State University Fullerton. The Center gives its members the opportunity to learn from experts in an academic setting. During each school year, the Center offers workshops on topics of special interest, confidential discussion groups, and informative and entertaining events. We also offer CEO, Young Leaders, and Women's Peer Affinity Groups for family members.

The Center provides a comfortable environment for information exchange. Members can develop personal relationships with other successful business owners. Like you, these individuals are seasoned entrepreneurs who represent experience, contacts, and new business opportunities.

Also, members have direct access to the resources of the university and the Center's professional partners and advisors as they seek solutions to their problems and concerns. Center partners and advisors are specifically prohibited from soliciting business from Center members and guests.

All members receive one hour of free consultative services each year from our network of service providers. These include family business experts in accounting, banking, compensation and benefits, finance, human resources, insurance services, legal, marketing, social media, and much more!



The MISSION of the CENTER **FOR** Family Business

is to educate business families in Southern California so that they can continue to grow and prosper and keep harmony in their family.

- 70% of first-generation family businesses do not successfully transition to the next generation. 83% do not make it to the third generation. 92% do not pass to the fourth generation.
- Family businesses who seek outside advisors, like the Center for Family Business, for example, greatly increase the odds of a successful transition.
- 24% of family-owned businesses are led by women, compared to only 2.5% of Fortune 1000 companies.
- The most successful family businesses in the world all point to two key reasons for their success: excellent communication and planning.

INDUSTRIES REPRESENTED

- Agriculture
- Chemical
- Construction
- Education
- Employer Services
- Entertainment
- Floral
- Food and Beverage
- Gardening/Landscaping
- Hospitality
- Import/Export
- Lighting
- Manufacturing
- Office Supplies
- Retail
- Shipping
- Sports
- Staffing
- Technology
- ...and much more!



FAMILY BUSINESS Dynamics Course

- Taught by the Rick Muth Endowed Chair for Family Business, a full time professor specializing in family business instruction, research, and special projects. This endowment was the first of its kind at Cal State Fullerton, and is one of only a small handful of endowed professorships in Family Business.
- Family Business Dynamics (MGMT 335) is devoted to the study of the unique issues faced by family owned and operated businesses.
- Elective course in Management Degree, and also available to Center for Family Business member families.
- Textbooks, lectures and outside real-world projects explore the business, personal and interpersonal issues associated with family owned businesses.
- Focuses on how family dynamics, including leadership, sibling position and other factors influence the company and the family.
- Students also have the opportunity to interview family owners of local businesses and discuss family dynamics.
- Guest presenters from leaders of world-class family businesses, and field trips to top family firms throughout Southern California.



OTHER RESOURCES
AVAILABLE



FAMILY BUSINESSES
HERE AT CAL STATEFULLERTON!

The Center for Family Business is just one of several Centers of Excellence here at the Mihaylo College of Business and Economics. In addition to the great educational, networking, research, and other knowledge and resources provided through your membership in the Center for Family Business, you also have access to resources from the following Centers here at CSUF:

- Center for Corporate Reporting and Governance
- Center for Economic Forecasting and Analysis
- Center for Economic Education
- Center for Entrepreneurship
- Center for Information Technology and Business Analytics
- Center for Insurance Studies
- Center for International Business
- Center for Leadership
- Entertainment & Tourism Management Center
- Gianneschi Center for Nonprofit Research
- Real Estate and Land Use Institute
- The Sales Leadership Center
- Small Business Development Center
- Small Business Institute

The Centers & Institutes within the Mihaylo College of Business and Economics at Cal State Fullerton are supported by private donation. These Centers address a variety of needs and issues in the community, provide an array of services to local business and government sectors, and provide academic and practical learning environments for our students.



PEER Affinity Groups

What are Peer Affinity Groups?

Confidential groups of 6-10 family business members, in similar corporate family roles, meeting monthly to discuss matters of business, family and personal interest. Peer Affinity Groups meet monthly, allowing members to share experiences and learn from one another.

Peer Affinity Groups provide:

- A confidential, trusting environment conducive to the exchange of ideas, information and education
- A community of peers who fully understand the integration of business, family and personal issues for those involved in family business
- A place where personal growth and a better understanding of self-take place.

Principles of a Successful Peer Affinity Group:

- Confidentiality: Each group is successful because it has a shared purpose and expectations. Members are committed to respecting the confidentiality of all members.
- Commitment: Group members are committed to attend meetings as regularly as feasible. Members rely on one another for follow up, feedback and continuity.
- Leadership: Our facilitators allow each group to explore areas of common interest, while guiding members back to selected topics when meetings drift into areas not in keeping with the group's shared agenda.

Current Peer Affinity Group descriptions:

Owners/CEOs: Consists of business owners contemplating issues such as retirement and succession planning. Members are usually preparing to leave the day-to-day operation of their businesses to the next generation.

Young Leaders: Members are preparing to assume leadership roles in their family businesses. They are committed to preparing themselves to take over from the senior generation. They face obstacles such as gaining the respect of company employees loyal to the senior generation, negotiating with siblings or cousins on ownership issues, and preparing themselves to be competent leaders.

Women's Group: Consists of women in key management roles in their family businesses. Many handle demanding positions within their companies while meeting the changing needs of their families.

CENTER **FOR** FAMILY BUSINESS MEMBERSHIP PROFILE

Membership Benefits

The member companies of Center for Family Business are entitled to participate in the following activities:

- Monthly workshops (breakfast or dinner) featuring experts and discussion of a common interest topic. Among topics of primary interest are family relationships; communication and conflict resolution among family and non-family members; succession and estate planning; traditions and values; power, control and compensation; strategic planning and other issues around leadership succession and ownership transfer.
- The opportunity to network with other owners/members of family businesses, as well as non-commercial networking with sponsor representatives and other leading authorities on the subject of family-owned business.
- Opportunity to attend April and October Economic Forecast Conferences.
- Discounted tables and tickets to the annual Family Business Hall of Fame dinner.
- The opportunity to join a Peer Affinity Group that functions as a Board of Advisors for each of its members on a rotational basis.
- Access to the CFB office as a referral source for consultants to address the unique challenges of family businesses.
- Access to the Center for Family Business Library.
- Confidential directory of members.

JOIN US!

Membership and Investment Options

Annual Membership in the Center is \$3,000. Membership is active for 12 months from the date of joining, and is good for all members of the family and the business. Attendance, meals, etc. at all monthly events and mixers is included in this investment. (Family Business Hall of Fame is sold as a separate event).

Peer Affinity Group Membership is \$750 annually, per person. These dues are paid each March.

Other investment and donation opportunities are available, such as the Center Endowment Campaign, Family Business Hall of Fame, Family Business Executive Leadership Development Program, and others. The Center is an arm of the CSUF Philanthropic Foundation, so all donations are tax deductible. The Tax ID# IS330567945.

Fees

Membership: \$3,000 -for a 1 year tuition to all Center events. This is a tax-deductible donation. The benefit is \$450, so \$2,550 is a tax deduction.

For information about how to join the Inland Empire Center
for Family Business please call us at:

(909) 984-2458

or email Peggi Hazlett

phazlett@ontario.org