

The Austin Family Business Program presents the



# 2017 AFBP Advisory Council

Clint Bentz

Boldt Carlisle + Smith

Becky Meeuwssen Berger

Berger Seed

Barbara Cardinale

KeyBank

Jim Fowler

James W. Fowler Co.

Grant Jones

Graystone Legacy Investments

Anthony Klotz

College of Business, OSU

Steve Lytle

Clearpath Family Advisors

Ken Madden

Madden Industrial Craftsmen

Joanna Morrill

Leupold & Stevens, Inc.

Karolyn Neupert Gordon

Consolidated Supply Co.

Christian Schiller

Cascadia Capital, LLC

Chris Thompson

TEC Equipment

Jerry Weed

COB Alumnus

June Wyrick Flores

Miller Nash Graham & Dunn, LLP

AFBP Staff

Sherri Noxel

Director

Roger Anderson

Program Manager

Melissa Elmore

Office Manager

## Contents

About the Awards .....	3
Event Program.....	3
Business Renewal Winner - Domaine Serene .....	4
Business Renewal Finalist - Chown Hardware .....	6
Business Renewal Finalist - Western Precision Products .....	7
Generational Development Winner - NiceBadge .....	8
Generational Development Finalist - Higher Taste .....	10
Generational Development Finalist - Portland Pet Food .....	11
Family Harmony Winner - Miles Fiberglass and Composites .....	12
Family Harmony Finalist - Myers Container LLC .....	14
Family Harmony Finalist - Optimize Technologies .....	15
Excellence in Family Business Award Recipients .....	16
Student Award Winner - Geoffrey Wildish .....	18
Dean's Award for Family Business Leadership - Zidell Corporation .....	19
Family Business Education and Engagement .....	20
Family Business 360° .....	22

Reception sponsor



Published by the Oregon State University College of Business  
for the Austin Family Business Program  
382 Austin Hall, Corvallis, Oregon 97331, phone 800-859-7609  
[business.oregonstate.edu/familybusinessonline](http://business.oregonstate.edu/familybusinessonline)

# About the Awards

The **Excellence in Family Business Awards** program, presented yearly by Oregon State University's Austin Family Business Program, was founded in 1988 to applaud the accomplishments and contributions of family businesses for their innovation, entrepreneurship, commitment and heart.

Any family business is eligible regardless of size or longevity. A family business is broadly defined as having multiple family members or generations involved in the strategic direction or management and/or working in the company with the intention for the business to remain in the family.

One category winner and one or two runners-up are selected for the following awards:

- 1. Business Renewal:** Ensuring the family business will be vital for generations to come.
- 2. Generational Development:** Building connection to the young adults and children in the family and preparing them for future leadership roles in the family and, possibly, in the business.
- 3. Family Harmony:** Developing and sharing a common vision, building trust, and creating personal relationships across all family members, even those who do not work in the business.

Applications are rated by a panel of judges as well as an automated scoring process. The three highest scoring applicants in each category are required to make a 20-minute presentation to the judges. The selection of the winner in each award category is made after the presentations. All family business entrants received scoring feedback on their application.



*2017 Excellence in Family Business Award judges: (standing left to right): Kelsey Madden, Madden Industrial Craftsmen; JoAnn Agee, GK Machine, Inc.; Betsy Powell, Charlton Kennels @ Farm, (seated left to right) Pauline Schilpzand, Associate Professor, OSU College of Business; Jean Meeks Koch, Positively People LLC.*

## Program

**Tuesday, November 7**  
**Sentinel Hotel, Portland**

**Reception – 4 p.m.**

Sponsored by KeyBank

**Awards Presentations – 5:30 p.m.**

**Welcome – Brett Baker**  
Austin Industries, Emcee

**Recognitions – Sherri Noxel, Ph.D.**  
Director, Austin Family Business Program,  
A.E. Coleman Chair in Family Business  
and L.W. “Bill” Lane Professor in Family  
Business Management

### BUSINESS RENEWAL

Finalist – Chown Hardware

Finalist – Western Precision Products

Winner – Domaine Serene Winery

### GENERATIONAL DEVELOPMENT

Finalist – Higher Taste

Finalist – Portland Pet Food Co.

Winner – NiceBadge

### STUDENT AWARD

Recipient – Geoffrey Wildish

### FAMILY HARMONY

Finalist – Myers Container, LLC

Finalist – Optimize Technologies

Winner – Miles Fiberglass & Composites, Inc.

### DEANS AWARD FOR LEADERSHIP IN FAMILY BUSINESS

Recipient – Zidell Marine Corporation  
Presented by Mitzi Montoya  
Sara Hart Kimball Dean, College of Business

**Special Remarks – Zidell Family**

## Domaine Serene advances its legacy of fine wine



*Domaine Serene Winery founders Grace and Ken Evenstad*

If a person wanted to build a business that could last for generations, wine making is just about perfect because it never goes out of style.

That's what Domaine Serene founders Grace and Ken Evenstad had in mind when their passion for Burgundy wine became a dream of owning their own winery. In 1989, they made that dream come true when they purchased 42 acres in Oregon's Dundee Hills and planted a hilltop vineyard with Pinot Noir.

The Evenstads created what they intend to be a family legacy that will produce the finest wines for centuries to come.

"Our one goal was to make the world's best Pinot Noir," Grace said. "Every decision has been quite easy to make since then because we are focused on quality."

Longevity is another priority. With the discipline to think multigenerational with the family business, Domaine Serene has sought to advance its legacy.

"We want to make decisions for the future," Grace said.

The Evenstads placed their wineries and labels in a family trust to prevent them from being sold. The innovative idea ensures quality operations continue regardless of whether future generations are directly involved.

"Our vineyards are very special to us," said Ken. "We want them to continue to be treasured."

Many wineries in Oregon and California have not kept in the family and sold, or turned into housing developments. In other cases, when owners retire, wineries go downhill.

“The rich history and pride that originally went into those wineries are a faint memory,” Grace said. “I can’t bare for that to happen to Domaine Serene.”

The Evenstad family motto is “the enemy of the unknown thing is the known thing.” In other words, once you know something, you don’t explore other options. In the early 1990s, there was a lot still unknown about Oregon’s wine industry.

Back then, you could only find Pinot Noir in Oregon and it didn’t leave the state. Domaine Serene helped to change that. Pinot Noir is a difficult grape to grow.

“All the stars have to align,” said Ken.

The reason they were able to find land for the first vineyard is that it was west-facing and high-elevation. People didn’t think grapes could grow at that height or direction. Ken comes from the pharmaceutical industry, and was used to challenging assumptions.

“We hired a consultant to confirm what we had already thought, which was that it would be a very good place to plant Pinot Noir,” he said.

The land had recently been logged. After the debris was cleared, they planted the vineyard and waited.

It turned out they were right, and other wineries were quick to follow. Soon, accolades for Domaine Serene began to roll in, and Oregon became know for Pinot Noir.

Early on, Domaine Serene didn’t have employees. It was Grace’s passion project. She learned to make wine, sort and punch down grapes, check brix and sugar levels, and to bottle and label the wine by hand. Ken took a month off work to help during harvest.

Now the business is run by a board of trustees, which includes family members. The family’s entrepreneurial values are evident in the second and third generations. The Evenstad’s son Mark, serves on the board, and three grandchildren have participated in summer internships at the winery that Grace oversees to teach the values of integrity, grit, hard work and perseverance.

The Evenstads encourage their children and grandchildren to explore outside work and gain life experience before coming into the family business. They are not quick to rush the process.

“I hope that a family member will work for Domaine Serene and ultimately be the face of the business,” Grace said. “But they will have to be the best qualified.”

In 2014, Domaine Serene was named one of the 50-greatest wineries in the world. In 2015, it purchased Château de la Créé, a Burgundy wine estate in eastern France, where they are discovering

new tastes and flavors from the varieties that first inspired the Evenstads to open a winery.

Domaine Serene continues to innovate and grow. The original winery has expanded three times. A new white wine production facility is under construction, with the first vintage of a new product, sparkling wine, anticipated in 2018.

The red hills of Dundee remain very special to the Evenstads. Here many of the vineyards are named after family members.

“This is the place where it all started,” Ken said. “We still believe it is a magical place.”



*Domaine Serene Winery Clubhouse, Dayton*



*Domaine Serene Winery founder Ken Evenstad*

## At a Glance

Number of generations in the business: **1** | Number of family members in the business: **2** | Last family vacation destination: **CHATEAU DE LA CREE SANTENAY IN BURGUNDY, FRANCE** | Favorite restaurant for family dinner: **HOME** | Best business decision: **CHOOSING OREGON TO MAKE PINOT NOIR AND CHARDONNAY**

# Knowledge and experience bring business vitality to **Chown Hardware**

**F**amily members have always been given the opportunity to work at Chown Hardware. But they must start in the warehouse to learn the skills they'll need to work their way up through the company.

It's this knowledge and experience of that sets it apart and allowed Chown Hardware to stand strong as a family-owned and operated business for 138 years.

Chown provides residential plumbing, hardware and lighting, as well as commercial door hardware, security systems and locksmithing at two locations, in Portland and Bellevue, Washington.

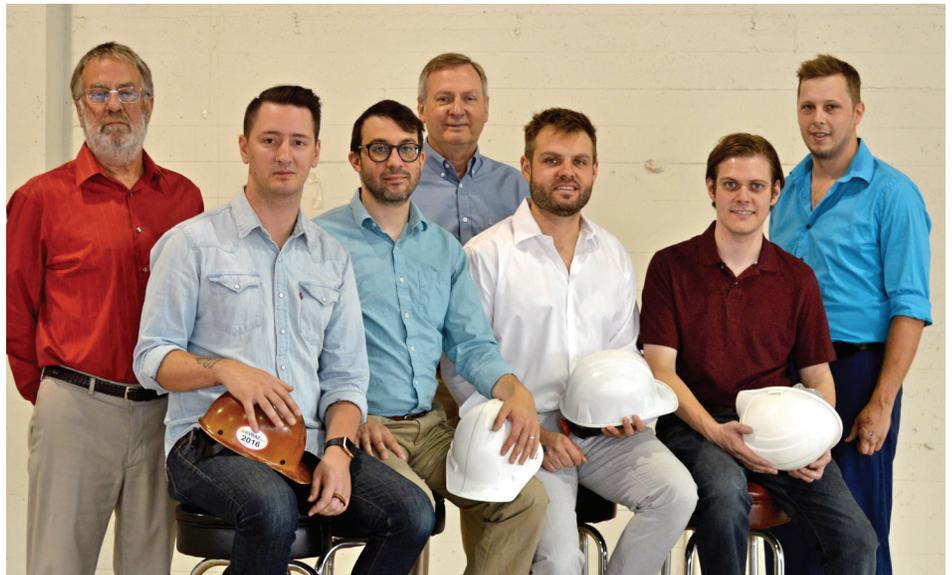
Family members don't resent having to start at the bottom, said Kyle Chown, commercial division manager for the company.

"I was expected to work hard, work quickly and efficiently, act professionally when interacting with co-workers and customers, and help others where needed," he said. "Nothing in the warehouse is given. Everything is earned."

When he first came to work for the company in 2009, he didn't intend to stay.

"But as time went on, I fell in love with the business," Kyle said.

The values of trust, integrity and support form the foundation of Chown's exceptional commitment to employees, customers and the community. They guide the company's vision.



*Left to right: Fred, Nathan, Kyle, David, Joel, Frank and Daniel Chown*

"These are more than words," Kyle said. "They are the core values that we carry with us every day."

One reason for business longevity is the successful planning and management of the company by current and former generations. Chown stands above many small companies in the amount of employees with more than 20 years with the business. Currently, there are 17 people who have been with Chown longer than 20 years.

"This amount of knowledge and experience of our local industry has been paramount in training the next generation of leaders at Chown Hardware," Kyle said.

He credits the mentorship from long-time employees with the success and succession of the fifth generation.

"We have a very open environment that encourages everyone to share and explore new ideas and methods for improving business," Kyle said.

Company leaders also have a clear understanding of what the business does better and different from its competitors.

"Chown Hardware doesn't try and be something it is not but has had incredible vision over the years," Kyle said. "Seeing ahead of the trends, allowing us to change and adapt without compromising our core values and ethics."

## **At a Glance**

Year started: **1879** | Number of generations in the business: **2** | Number of family members in the business: **7** | Age of youngest family member in the business: **27** | Age of oldest family member in the business: **67** | Last family vacation destination: **MEXICO** | Favorite restaurant for family dinner: **McMENAMIN'S** | Name and firm of most helpful family business professional: **PETER AREZZINI, AREZZINI CONSULTING, INC.** | Best business decision: **SELLING THE TOOL DIVISION**

# Founder's ethic and grit carry on at **Western Precision Products**

**T**here was no running water and just one electrical outlet in the home that Howard Mullins grew up in in southern Indiana. The family was very poor, and from a young age, Howard had to work to support them.

“He never had much. They had to go without a lot,” Howard’s oldest son, Bill Mullins, said.

In 1961, Howard graduated on a Friday and went to work full-time the following Monday. Eventually, he settled in McMinnville, where he owned a machine shop and worked to provide for his family. In 1989, Howard and a friend combined their businesses to start Western Precision Products.

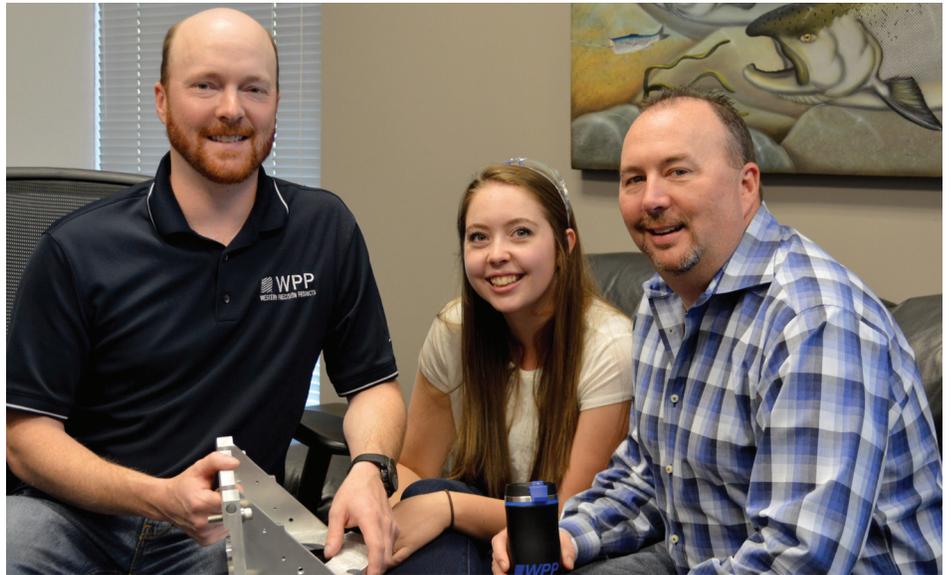
From humble beginnings, Howard created a family business that still reflects its founder’s ethic and grit.

Howard was proud of hard work, and it left a lasting impact. Bill and his brother Jerry, worked when they were growing up. Both had to pay their way through college.

After graduating, Bill worked as a sales manager at a metal distributor in Los Angeles. His dad was a customer, so he wasn’t surprised when he picked up the phone one day and Howard was on the line.

“I just bought out my partner,” Howard said. “There’s just one thing. I don’t want to work.”

“Wouldn’t a guy think of that before he



*Jerry, Madeline and William Mullins*

bought the company?” Bill wondered.

“I’d like for you to come work for us,” Howard said.

“No way,” Bill said. “We’ve always been close. I don’t want to ruin it.”

The conversation got heated, and Howard hung up. Twenty minutes later, he called back. “I really want you to consider it,” Howard said.

“The answer is still no,” Bill replied.

Howard knew Bill was the right person to lead the company. He persisted until Bill gave in. When Bill started as vice president in 1997, Western Precision had 26 employees and one shop. Today, there are 80 employees

at three Portland-area locations.

Vice president Jerry has worked at Western Precision his whole life, and understands the new wave of manufacturing. He’s directed enterprising capital investments to position the company for the future.

Bill intends to make a different exit than when his dad abruptly left the company. He is preparing a transparent transition. Bill said Jerry is the natural choice to be the next leader.

Meanwhile the third generation has also entered the family business. Bill’s daughter Maddie Mullins, 20, is a junior studying business at Oregon State.

## At A Glance

Year started: **1989** | Number of generations in the business: **2** | Number of family members in the business: **3** | Age of youngest family member in the business: **20** | Age of oldest family member in the business: **49** | Last family vacation destination: **CARIBBEAN CRUISE** | Favorite restaurant for family dinner: **JORY RESTAURANT** | Name and firm of most helpful family business professional: **RANDA BROOKS, PITTMAN AND BROOKS, P.C., CPAS; GREG OAKES, PREMIER COMMUNITY BANK** | Best business decision: **BUYING OUR OWN BUILDING**

## NiceBadge is developing future leaders in third generation



*Back row left to right: Matthew Gibson, Angel Gibson, Tyler Cook, Christie Cook; front row left to right: Jean Bergmann, Lowell Gibson and Diahn Gibson*

Jean Bergmann was the wife of a pastor, but she had always dreamed of being an entrepreneur. In 1985, she had the chance to purchase NiceBadge, a business that produces corporate identity badges and other promotional items.

“This was my opportunity,” Jean said.

She started out on one side of her double-garage. As the company grew, she expanded to a two-story building, and later purchased an auto repair shop and converted it to manufacturing space.

Along the way, Jean consulted her son, Lowell, who worked in the restaurant business.

“She would call me up and say, ‘I’ve got a 36 percent profit margin. Is that good?’” Lowell recalled.

Seeing his mom do so well at running the business made him proud. Then one day, she asked if he wanted to buy NiceBadge.

Lowell loved the restaurant business, but he was looking for something more stable. So he decided to do a test run. He worked for NiceBadge for several months and was surprised by the similarities in the work. In 2000, he bought the company from his mom and moved his family back to his hometown of Grants Pass.

Fast-forward 17 years, and NiceBadge has become one of the top-four name badge producing companies with more than 40,000 business accounts. Lowell has aggressively grown the company

through e-commerce. Automation allows the company to do more than ever.

When Jean started out, the badges were made from rotary engravers and hot stampers. Then came laser engravers and the latest is UV printers. NiceBadge has IT infrastructure to create a secure portal for its business customers to input employee information directly. Badge printing is automated, so there's no human intervention. The whole process is seamless.

"We make it easy for our customers," Lowell said. "We don't have the opportunity to make mistakes."

While technology allowed the company to grow, it has stretched leadership duties. Lowell and his wife Diahn Gibson, who is co-owner and does the accounting for NiceBadge, have provided opportunities for their children to be involved in the family business.

The third generation includes siblings Matt Gibson, who is production manager, and Christie Cook, special projects manager, and Christie's husband, Tyler Cook, head of production.

Matt said he didn't feel pressure to join the family business.

"There may have been hints here or there," Matt said.

But he didn't want to join as the owner's son. So he got his degree in business, working summers at NiceBadge taking out trash and on product assemblies.

"When I came back, I had to prove my worth," Matt said. "The position wasn't just given to me ... Everything is earned."

In preparation for the company's next transition in leadership, Tyler, Christie and Matt have been given seats on the company's board, along with their dad, who is company president, and long-time employee and company senior vice-president, Jason Staelens.

Christie said she appreciates the transparency of being on the board.

"We really know what's going on," she said. "That's a huge benefit when you are transitioning from generation two to generation three."

Christie said that everyone is free to speak his or her mind.

"Everybody has a chance to improve it," she said. "It's a wonderful atmosphere for thinkers."

The third generation of family members do not have to work as hard as Lowell or Jean did to start and grow the company. Lowell is glad that his children don't have to put in 100-hour weeks like he did when he was in the restaurant business.

Jean is pleased to see the third generation play an active role in leading the company.

"For Lowell and I, it was a lot of work," Jean said. "I'm so excited for their future; excited for them for the opportunities they have."

Matt and Christie are grateful for what their dad and grandma did. It's like they've been raised up and get to stand on their dad's shoulders, Christie said.

"He's worked really hard," she said. "We get to build it from where he is, not from where he started."

Lowell said he enjoyed going through the process of applying for the Austin Family Business Awards, and he's not surprised by the recognition.

"For my mom and my kids, I'm extremely proud," Lowell said.

Matt said the award validates what they're doing, and makes him think about the process of improvement.

"Every day, we have to think, how can we make things better?" Matt said.

Tyler said the award shows how well Lowell has done in developing the next generation of company leaders.

"The opportunity he's given us has really worked," Tyler said. "It was really gratifying for us to win it for him."



*Christie Cook and Lowell Gibson*

## At a Glance

Year started: **1985** | Number of generations in the business: **2** | Age of youngest family member in the business: **24** | Age of oldest family member in the business: **53** | Last family vacation destination: **MAUI** | Favorite restaurant for family dinner: **APPLEBEES** | Name and firm of most helpful family business professional: **DEBBIE L. PEARSON, LLC** | Best business decision: **STRUCTURE THE CURRENT BOARD OF DIRECTORS**

# Growing up in the family business helped shape new leaders at **Higher Taste**

**F**rom stamping pull dates on burritos to accompanying their mom on deliveries, you could say the second generation of Wrobels grew up in the family's wholesale food business.

Literally, the garage converted to a commercial kitchen was in the backyard.

Thirty years later, Higher Taste is still very much a family affair. These days, the second generation helps run the company alongside the parents, who are still very much involved.

Higher Taste makes vegan and vegetarian grab-n-go foods that can be found in 173 locations. The company's growth has given new leadership opportunities for the younger generation.

With a major expansion underway, the family has a clear vision to position the company for future success. Soon, Higher Taste will launch a frozen food line with the intent to take products to national and international markets.

Higher Taste began in 1987 when Hans and Rhonda Wrobel and their two oldest children relocated to Oregon from New York, where Hans had worked as a banquet chef, and Rhonda worked in a health food store.

They tried catering at first. The food was well received. But the hours, mostly weekends and evenings, were not conducive to raising a young family.



*Left to right: Jonathan Wrobel, Abraham Wrobel, Rhonda Wrobel, Hans Wrobel*

"We were overwhelmed," Rhonda recalled.

So they switched to making wholesale foods. Often with kids in tow, Rhonda worked sales and deliveries, bringing sandwiches to mostly smaller stores.

It was serendipity that Fred Meyer's corporate office was located next to one of the outlets that carried Higher Taste products. Fred Meyer's food buyer would go out for lunch and bought a sandwich. After trying several more, she liked them so much, she decided to carry Higher Taste products in Fred Meyer stores.

"I never would have thought to get into such a big supermarket chain," Rhonda said.

To accommodate continued growth, Higher Taste purchased land in Cornelius to construct a 15,000-square foot building to expand production of its fresh market products and launch the frozen food line.

Shared core values drive the Wrobel family to meet business growth challenges. The second-generation has brought ideas to help to move the business forward. "By building this new plant, that will create a lot of new jobs," Rhonda said. "I'd like to take care of our family for generations to come."

## At a Glance

Year started: **1987** | Number of generations in the business: **2** | Number of family members in the business: **5** | Age of youngest family member in the business: **30** | Age of oldest family member in the business: **61** | Last family vacation destination: **OREGON COAST** | Favorite restaurant for family dinner: **ROMA RISTORANTE** | Name and firm of most helpful family business professional: **GARY FURR, GARY FURR CONSULTING** | Best business decision: **CHANGING OUR ROUND SANDWICHES TO HAPPY HOAGIES**

# Portland Pet Food provides leadership opportunities for younger generation

The job titles at Portland Pet Food Company are not what you'd expect at a business. There's Top Dog, Star Dog, Hound Dog and Under Dog.

They might use unorthodox names to describe leadership roles, but one thing is clear, two generations of the family are engaged in building the young company.

The business got started when Top Dog Kathleen McCarron saw a business opportunity making natural dog food after restoring the family's dog to good health with home-cooked meals.

"We have always been a spontaneous family, moving on opportunities when they present themselves," Kathleen said.

Past professional activities, current skills, training and education are put to use in the family business. This allowed family members to find a position of responsibility that is best suited to their background and interests.

Kathleen previously worked as a health communication consultant. Under Dog Matt is a third-year medical student at Keck School of Medicine of the University of Southern California. Matt uses his degree in chemistry to run the numbers and assure the formulas for the products meet industry and regulatory standards. Star Dog Maggie, graduated from New York University Tisch School of Drama, and draws on her education in the fine arts



*Kathleen, David and Maggie McCarron*

and acting to develop media material and orchestrate the company's communication strategy. Hound Dog David McCarron, MD, was head of nephrology at Oregon Health & Science University, and is now the company's nutritional researcher.

"Everyone has been flexible in undertaking tasks when needed," Kathleen said.

The company not only provides local, sustainable pet food, but it also partners with and supports other Pacific Northwest industries that do the same. One of the treats it sells is a brew biscuit made of spent grain from local breweries.

The company puts extensive efforts into research and development to create new products that are as readily available for pets as they are for people. It worked with Oregon State University's Food Innovation Center to use local, sustainable ingredients that meet the highest quality standards.

At the 2017 Global Pet Expo, Portland Pet Food Company made news with its new line of shelf-stable meal toppers that don't need refrigeration. The innovative packaging is microwavable and sustainable. The company's growth has provided leadership roles for the younger generation.

## At a Glance

Year started: **2014** | Number of generations in the business: **2** | Number of family members in the business: **4** | Age of youngest family member in the business: **22** | Age of oldest family member in the business: **72** | Last family vacation destination: **FAMILY BEACH HOUSE ON THE OREGON COAST** | Favorite restaurant for family dinner: **PIAZZA ITALIA** | Name and firm of most helpful family business professional: **SARAH MASONI, OREGON FOOD INNOVATION CENTER, AND AL BOLLES, PH.D., INNOVATOR IN FOOD TECHNOLOGY, PACKAGING AND FOOD DEVELOPMENT** | Best business decision: **TO MAKE A DECISION AND ACT UPON IT.**

# Family values keep harmony at Miles Fiberglass and Composites



*Back row left to right: Justin Luchak, Forrest Olund, Craig Hinkle, Alex Luchak; mid row: Lori Olund, Merilee Hinkle; front row: Lowell Miles, Janet Miles*

Lowell Miles had already left his dad's cabinet shop to work as a machinist at age 19 when he attended a boat show in Portland. That's where the idea to start his own business originated. At the show, there was just one boat made of fiberglass.

What a great material it was, he thought, and not just for making boats.

"I got fascinated with that," he said.

Eventually, he asked his dad if he could tear down an old barn near his dad's shop and build a fiberglass shop.

"If you think you can do it, why not?" his dad replied.

Fifty-four years later, Miles Fiberglass and Composites is now a

third-generation family business manufacturing quality products for the fiberglass and composites industry.

Family values are what Miles Fiberglass was built on. Sisters Lori Olund, now company president, and Merilee Hinkle, HR manager, used to come to their dad's shop on Saturdays when they were kids.

"We would go down to the shop, get itchy and make coffee," Lori recalled. "It was fun to be a part of the facility and to walk around and see what they were doing."

Coming to work still feels the same way.

"It's a great place to work," she said.

Family members believe in the advantages of working for a

family-owned business, and the responsibilities that come with it. Brothers Justin Luchak and Alex Luchak represent the third generation to work at Miles Fiberglass.

Alex appreciates how family is willing to assist, like when his brother joined the company after college and had to fill a manager's extended leave of absence at the Oregon City plant.

"He stepped right up," Alex said. "That's one way that our family helps each other out."

Merilee was working for a school district 27 years ago when Lori called in a panic. Miles Fiberglass had lost another HR manager and the position had become a revolving door.

"Would you be interested in doing the HR here?" Lori asked her sister.

"I'll think about it," Merilee replied.

Three days later, her job at the school district was cut and she called her sister back.

"I guess I'll take it," Merilee said.

"I was looking for someone I could count on to stay here and be involved. Some I could trust," Lori said. "That's when you go to family."

Before the third generation came to work, family leaders discussed the need to have formal rules to avoid business-related conflict and establish clear and fair processes.

Family members serve as key managers and meet weekly to discuss and make decisions and talk about upcoming issues.

Craig Hinkle started working for the company as janitor when he was in high school and is married to Merilee. As chief operating officer, Craig has helped to establish training programs to move the business forward.

"In order to progress beyond what we created, to ensure that our business continued to grow ... we needed to implement continual improvement," Craig said.

That's led to a partnership with Clackamas Community College to develop manufacturing training so employees and other students could gain knowledge and specialized skills. Miles Fiberglass also provides financial resources for endowed scholarships.

Lowell set an example of community engagement with his involvement in civic and industry groups. It's a standard other family members want to uphold.

"That's always amazed me," Merilee said. "It made me want to strive to do the same."

Community involvement actually strengthens family harmony. Miles Fiberglass teaches a class for at-risk youth to make a canoe that they get to keep. They host Boy Scouts troops to make walking sticks. Family members and employees are eager to volunteer and take part.

Away from the business, the family is close-knit, vacationing together and gathering often to share meals and relax.

Lowell, now 80, said he is thinking about retirement. He knows the company is in good hands.

"I have confidence that I don't have to be here all the time," he said. "That's a great matter of comfort to me."



Alex Luchak and Lori Olund



Lowell Miles, Lori Olund and Justin Luchak

## At a Glance

Year started: **1963** | Number of generations in the business: **3** | Number of family members in the business: **8** | Age of youngest family member in the business: **26** | Age of oldest family member in the business: **80** | Last family vacation destination: **HAWAII** | Favorite restaurant for family dinner: **LUCKY DRAGON** | Name and firm of most helpful family business professional: **OREGON MANUFACTURING EXTENSION PARTNERSHIP (OMEP)** | Best business decision: **ESTATE PLANNING**

# Harmony is the ‘secret sauce’ at Myers Containers LLC

There is no such thing as a bloodline trust at Myers Container. Since the steel drum manufacturing company was founded in 1917, each generation has had to buy in. And that’s what’s kept the company going strong for a century.

Company president Kyle Stavig’s great-grandfather started Myers Container. It was sold by his grandfather to Kaiser Steel in 1968, then reacquired by his father and other partners in 1984. Kyle went to work for the company after graduating from Oregon State in 1986.

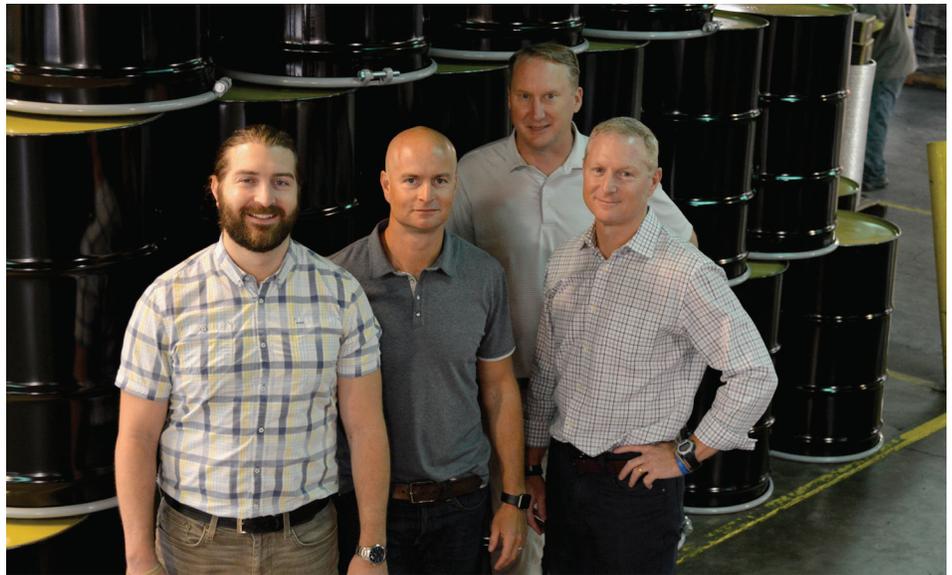
By 2007, Kyle had worked his way up to president and was implementing lean manufacturing when he and the owners had a disagreement. They told him it was too much change.

“We want you to stop,” they said.

Kyle believed he had turned the company around, and he was ready to walk away. But before he could leave, his father, who was still a partner at Myers, suggested he and his brothers buy it instead.

“Why don’t you guys find a way to scrape together and buy the company?” he asked.

At the time, brothers Christian Stavig and Cody Stavig and brother-in-law Dan Roth all had stable and successful positions at Intel. Kyle, the oldest, proposed the idea, and the brothers agreed they would go in together. An offer was made and accepted, and a highly effective and focused



Left to right: Cody Stavig, Christian Stavig, Dan Roth and Kyle Stavig

fourth-generation reacquired the family business.

“We had to raise capital. Nothing was handed to us,” Kyle said. “It’s probably why our company has been successful.”

The first test of the new partnership came quickly, and the efficiency practices that Kyle had insisted on were soon tested when the recession hit. By 2009, things were dismal.

“We went a year and a half without an income as all the money was going to the bank,” Kyle recalled. “I thought we lost everything.”

Kyle felt bad because he had encouraged

his brothers to join him. At one point, Kyle confided in his brother, Christian.

“I’m really concerned,” Kyle said. “I’m sorry about this.”

Christian replied paraphrasing Winston Churchill: “When the going gets tough, you keep on going.”

The family was united by distinct competency-based roles, articulated expectations and resilience. They fed off each other’s optimism.

“We respect each other’s capabilities,” he said. “We come together for decisions ... Harmony is our secret sauce.”

## At a Glance

Year started: **1917** | Number of generations in the business: **4** | Number of family members in the business: **4** | Age of youngest family member in the business: **34** | Age of oldest family member in the business: **52** | Last family vacation destination: **VAIL, COLORADO** | Favorite restaurant for family dinner: **MORTONS** | Name and firm of most helpful family business professional: **MIKE HART AND STEVE SLOAN, UNION BANK**; | Best business decision: **BUYING MEYERS CONTAINER LLC BACK FROM NON-FAMILY OWNERSHIP IN 2007 TO HAVE 4TH GENERATION TAKE BACK CONTROL OF THE COMPANY.**

# Success at **Optimize Technologies** depends on trust and respect of family members

**F**ans of crime investigations shows are familiar with scenes where a forensic scientist takes body fluid samples and injects them into a big white box, a technique known as high-performance liquid chromatography, or HPLC.

Optimize Technologies is the company that makes the products that go into HPLC instruments.

But that's only the beginning of where its products turn up in the pharmaceutical, environmental analysis and forensics industries. Optimize has worked on projects for NASA to study whether body matter changes when people travel to outer space. It's helped chemists find treatments for AIDS and Ebola.

Optimize products can be found in more than 60 countries, and the company holds significant intellectual property with more than 20 patents and numerous more trademarks.

"The company was founded by my parents, Doug and Lisa (Ford) in 1985 in Mulino, Oregon, in my grandparent's home," explains Amanda Towleron, their daughter.

Doug, a chemist, saw the need to simplify lab instruments and methods.

"It wasted a significant amount of time and took away from the chemistry processes," Amanda said. "By making things easier, Optimize products allow



*Amanda Ford Towleron, Ian Ford, Doug and Lisa Ford.*

scientists to focus on research testing and discovery in the lab."

"We are close as a family and a company, too," she said. "It's empowering."

Once a month, the Ford family gets together to discuss the company's direction, goals and opportunities.

Their experiences outside of Optimize have brought a new perspective to the business. Environmental stewardship, healthcare and education are core values of the family. Early on, Optimize was asked to sell products to South Africa. At the time, South Africa still held anti-apartheid activist Nelson Mandela in prison. The Fords

declined to sell in the country.

They competed and worked in the snow sports industry, commercial fished in Alaska and helped develop sustainable businesses throughout Africa while working with the United States Agency for International Development – cultivating a fascination for innovation and unique problem-solving.

Amanda said its more important in a family business to do due diligence when proposing new products or ideas.

"We have a lot of trust and a lot of respect for one another," she said. "We're not afraid to ask, 'Why?' It's harder, but it's more gratifying."

## At a Glance

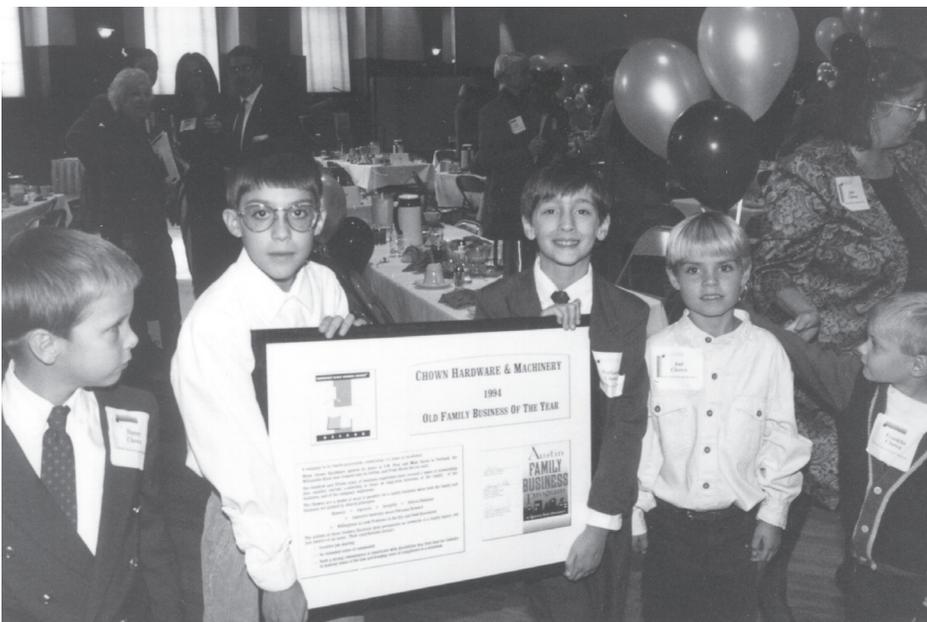
Year started: **1985** | Number of generations in the business: **2** | Number of family members in the business: **4** | Age of youngest family member in the business: **27** | Age of oldest family member in the business: **62** | Last family vacation destination: **CROATIA** | Favorite restaurant for family dinner: **PAMBICHE** | Name and firm of most helpful family business professional: **CHRISTENSEN O'CONNOR JOHNSON KINDNESS (COJK) – INTELLECTUAL PROPERTY LAW FIRM; TERESA J. SPADA, CPA; DWIGHT & DOREEN WELLER, OREGON STATE UNIVERSITY** | Best business decision: **PATENTING OUR INNOVATIONS AND MANUFACTURING ALL PRODUCTS IN OREGON**

# Recipients of the Excellence in Family Business Awards

A-dec, Inc.  
Advanced Wealth Management  
Aggregate Resource Ind.  
Air Filter Sales and Service, Inc.  
Airefco, Inc.  
Alan Brown Tire Center  
Anderson Family Farm  
ArborBrook Vineyards  
Batzer Construction, Inc.  
Beacock Music Company  
Beaverton Foods, Inc.  
Bedmart Inc.  
Benchmade Knife Company  
Bike Newport  
Bill Naito Company  
Blue Raeven Farmstand, LLC  
Bronleewe, Inc.  
C&D Landscape Co.  
CA/OR Broadcasting, Inc.  
Capital City Companies, Inc.

Capitol Auto Group  
Cascade Publications, Inc.  
Cat Hospital of Portland  
Chin's Import Export Company, Inc.  
Chown Hardware and Machinery  
Chrisman Development  
CM & WO Sheppard Inc.  
Coelho Winery  
Colas Construction, Inc.  
Conser Homes, Inc.  
Consolidated Supply Co.  
Corvallis Custom Kitchen & Baths  
Courtesy Janitorial Services, LLC  
Cutsforth's Thriftway Marketplace  
David H. Sutherland & Co., Inc.  
Day Family of Businesses  
Denton Plastics  
DeSantis Landscapes, Inc.  
Diversified Welding Works, Inc.  
Drake's 7 Dees Garden Center & Landscaping

Duck Pond Cellars  
Eagle Newspapers, Inc.  
East Oregonian Publishing Co.  
Ediger's Church Furniture  
Fall Creek Farm & Nursery, Inc.  
First Response, Inc.  
Fitzpatrick Painting, Inc.  
Flaming Medical  
Freres Lumber Company, Inc.  
Fruithill Inc.  
Furniture Showcase, Inc.  
Garland Nursery  
Generations, L.L.C.  
Gimre's Shoes, Inc.  
Glass Alchemy, Ltd.  
GloryBee  
Gomberg Kite Productions Intl  
Gormely Plumbing & Heating  
Hagan Hamilton Insurance  
Healthy Pets Northwest, Inc.  
Heceta Head Lighthouse Bed and Breakfast  
Henningsen Cold Storage Co.  
High Cascade Printing  
Hillsboro Implants & Periodontics  
Hotchkiss Company Inc.  
Hybrid Real Estate  
IB Roof Systems  
Interstate Roofing, Inc.  
JaCiva's Chocolatier  
Jag Forms  
James W. Fowler Affiliates  
JLE Enterprises, Inc.  
John Helmer, Haberdasher, Inc.  
Josephine County Title Company  
Kadee Quality Products Co.  
Kelly's Home Center  
Koeber's Inc.  
Kraemer Farms  
La Costa Verde, dba Andina Restaurant  
Lacey Glass, Inc.



**2017 Business Renewal Finalist Chown Hardware's fourth generation in 1994**

The Bomber Restaurant  
 Lakeside Lumber Company  
 LaRog Jewelers  
 Lee Farms  
 Les Schwab Companies  
 Leupold and Stevens  
 Lonely Lanes Farms, Mt. Angel  
 Lum's Auto Center  
 Madden Industrial Craftsmen  
 Mater Engineering  
 McGuire Bearing Company  
 Medford Fabrication  
 Meisel Rock Products.  
 Melvin Mark Companies  
 Meyer Sign Company of OR  
 Micro-Trains Line Co.  
 Miles Fiberglass & Composites  
 Mill End Store  
 Mo's Enterprises  
 Musgrove Mortuaries & Cemeteries  
 Naumes, Inc.  
 Neil Kelly Company  
 Newberg Steel & Fabrication, Inc.  
 Nicholas Restaurant  
 North Lincoln Sanitary Service  
 Nosler, Inc.  
 Old Dominion Collision Repair  
 Oliver Insurance  
 Olufson Designs LLC  
 O'Neill Pine Company  
 Oregon Coffee & Tea  
 Ornelas Enterprises, Inc.  
 Otto's Sausage Kitchen, Inc.  
 Paradise Harley-Davidson and Buell  
 Peninsula Glass Company  
 Portland Transmission Warehouse  
 Powell's Books  
 Power Equipment Systems  
 ProWorks Corporation  
 R & R King Logging



**Austin Family Business Program founder Pat Frishkoff with College of Business Dean Mitzzi Montoya at the 30-year anniversary.**

Rainbow Carpet Cleaning  
 Ray Shultens Motors  
 Reece & Associates, Inc.  
 Register Guard  
 Roberts Motor Company  
 Robnett's Hardware Inc.  
 Roe Motors  
 Rose City Label Company  
 Roth & Miller Autobody, Inc.  
 S. Brooks and Associates  
 Second Glance/The Annex  
 Security Signs  
 Shonnard's Nursery, Florist & Landscape  
 Sid Johnson & Co.  
 Silver Eagle Manufacturing Co.  
 Skanner News Group  
 Skipanon Brand Seafoods  
 Snyder Roofing & Sheet Metal  
 Sokol Blosser Winery  
 Specialty Polymers, Inc.  
 Speed's Towing  
 Starker Forests, Inc.  
 Sunset Farm and Nursery  
 Sweeney Promotions Inc.  
 Tec Laboratories, Inc.  
 Teeny Foods Corporation  
 The Bookkeeping Company, LLC  
 The Cherry Country  
 The Fisher Ernst Group

The Hanson Family Singers  
 The Joel Palmer House  
 The Ulven Companies  
 The Victory Group, Inc.  
 Thermal Mechanical, Inc.  
 Thompson's Sanitary Service, Inc.  
 Timmco Insurance, Inc.  
 TNT Builders  
 Tomco Electric, Inc  
 Twelve-Mile Disposal Service  
 TWGW, Inc.  
 Tyco, Inc.  
 Umpqua Dairy Products Co.  
 Unger Farms, Inc.  
 United Disposal  
 Valley Fire Control  
 Van Natta Public Relations, Inc.  
 ViewPlus Technologies, Inc.  
 ViewPoint Construction Software  
 Wanderlust Tours  
 Weisinger's Winery  
 Wentworth Auto Group  
 Western Communication  
 Wilcox Farms  
 Wildish Land Company  
 Wilfs Restaurant and Bar  
 Willamette Valley Pie Company  
 WSC Insurance  
 Yoshida Group of Companies

# Geoffrey Wildish



*Geoffrey Wildish at the Wildish Companies in Eugene, Ore.*

## 1. WHICH FAMILY BUSINESS AUTHOR DO YOU RECOMMEND?

Randell Carlock

## 2. WHAT ARE YOUR SHORT-TERM CAREER GOALS?

My short-term career goal is to develop my project management skills in the construction industry. I'm currently a project engineer for Hoffman Construction Company and my goal is to continue to grow and develop my skills and never stop learning.

## 3. LONGER-TERM GOALS?

My longer term career goals are to manage large scale construction projects that make an impact in my community.

## 4. WHAT IS YOUR EARLIEST FAMILY BUSINESS MEMORY?

My earliest memories are of visiting my dad, grandfather, and great-uncles at the office. My dad would sometimes pick my brother and I up from school and we would play with rubber bands and paper clips passing the time before my dad got off work. We would also go around the office and collect money for the boy scouts, selling pop corn or candy bars. One of the more impactful memories I had was at a company picnic held every year in August. I was probably 10 or 11 and there was this old orange tractor loader, and I loved the color orange. I asked to get on it and did with my grandfather as I sat on his lap. My grandparents still have a picture of this moment in their house. It is a constant reminder of how my life was shaped by the hard work and generosity of my family.

## 5. WHAT IS THE BEST ADVICE THAT YOU'VE RECEIVED ABOUT FAMILY BUSINESSES?

I have two pieces of information/advice that I received about family business. The first is everyone that comes from a family business encounters pretty much the same problems (a.k.a you're not alone). I was amazed that students from very different businesses all had similar problems with communication, succession planning, and balancing work and family connections. These challenges are inherent to every family businesses. Knowing this empowered me, and made me look at my situation with greater confidence that there is a way to move forward. The second best piece of advice is the power of a third party (especially in governance). Having a non-biased individual or group of individuals that can provide solid business advice and guidance is priceless in a family business. There is a do-it-yourself entrepreneurial quality to family businesses that is empowering, but asking for help and advice is sometimes the best thing to do when facing new challenges.

## 6. WHAT WERE YOUR ROLES IN WILDISH WHEN YOU STARTED WORKING THERE AT 16?

I worked directly with my twin brother, which was a challenge. We mainly worked in the warehouse, working on organization and doing odd manual labor tasks. We would sweep the mechanic's shop, organize traffic cones, and the most fun task my brother and I were given was to go on parts runs to the local businesses. We drove around a van for a week picking up parts for the construction equipment. When we ran out of tasks we would drive a water truck around the construction yard to keep the dust down. I learned how to drive a stick shift from the equipment manager that summer.

## 7. WHAT ADVICE DO YOU HAVE FOR OTHER FAMILY BUSINESS STUDENTS?

The best thing you can do is to talk to other people who come from a family business, including people your own age and seasoned professionals. Chances are someone you talk to has already been through a very similar situation and can provide advice on what to do or not do. It also helps put situations in perspective and look at the bigger picture. I learned the most applicable knowledge by taking the family business management class.

## 8. WHAT'S YOUR FAVORITE DOWNTIME ACTIVITY?

I really enjoy hiking and exploring Seattle since I recently moved there.

# Zidell Marine Corporation, Portland



Left to right: Mackenzie Polley, Jay Zidell, Jason Zidell, Charlene Zidell, Mike French, Jessica Justice, Matt French, Becky Polley

## **OLDEST BUSINESS IN THE ZIDELL FAMILY:**

The Zidell Companies have had an industrial focus from their outset over 100 years ago, and throughout that timeframe, the family's leaders have pursued various opportunities in true entrepreneurial fashion. The currently active family business with the longest tenure is Tube Forgings of America, Inc., which was established in 1955. It is one of America's leading manufacturers of industrial welding fittings, which are the elbows and tees that are the connection points in pipelines.

## **GREATEST ADVANTAGE OF FAMILY OWNERSHIP IN BUSINESS:**

Family ownership provides stability and continuity to on-going business activity,

allowing that activity to proceed in its ability to contribute to stable employment and contribution to the local economy, freed from the fluctuations which impact publicly owned entities.

## **LAST FAMILY VACATION DESTINATION:**

Napa Valley

## **BOOK THAT YOU RECOMMEND THE MOST:**

Dean Fowler's "Love Power and Money in Family Business"

## **BEST BUSINESS DECISION THAT POSITIONS THE FAMILY COMPANIES TO LAST FOR GENERATIONS:**

Hire skilled people with good values and give them the authority and responsibility to do their jobs, thereby creating an organization

which can successfully meet the challenges that come along and which can take advantage of opportunities which present themselves.

## **MOST EXCITING OPPORTUNITIES THAT ACCOMPANY THE TRANSFORMATION OF THE ZIDELL MARINE CORPORATION:**

We are experiencing a change in the focus of the Zidell Companies from the sole viewpoint of industrial activity to also include the new world to us of real estate development. The real property which previously housed many of our industrial businesses now is the center of a vibrant new neighborhood in the city of Portland, and we are working hard to realize our vision of seeing Zidell Yards becoming a vital addition to the life of the city.

## Family Business Option and Minor

The new **Family Business curriculum** is intended to prepare students for leadership positions within a family firm or to provide a distinctive career advantage for future financial professionals wanting to advise family companies. With a focus on entrepreneurship, it offers students the opportunity to develop their entrepreneurial talents while providing a solid foundation on the risks and challenges facing a family firm, including finances, legal issues, marketing and succession planning. The curriculum will **prepare future family business leaders to balance the well-being of the business, the family and individuals**, as they address the challenges and opportunities which inevitably arise, day to day and during succession. To meet the changing needs of enrolled students these flexible programs are also available online.

The **family business minor**, also available to students majoring in academic fields outside of business, requires 32 credits beyond the baccalaureate degree core. Coursework includes: Family Business Management (BA 365) and Family Enterprise Management (BA 463/563) as well as classes in Accounting, Entrepreneurship, Organizational or Team Management, Finance, Marketing, Microeconomics and Economics.

The **family business option** extends professional preparation beyond the introductory level and requires 24 credits beyond the College of Business undergraduate core. Coursework includes Family Business Management (BA 365) and Family Enterprise Management (BA 463/563) as well as Venture Management, Human Resources Management, plus two courses from the following: Innovation and Product Management, New Venture Finance, Influence and Negotiation or Personal Selling.

## Family Business Education

Typically, 30 percent of the incoming College of Business students are from family businesses. Students who grew up in their family's business have entrepreneurial insights and opportunities that are often different from their university peers. Academic coursework and extracurricular activities are designed to challenge these future business and community leaders. OSU family business students report these educational goals (among many others) when enrolling in family business management classes:

How does the dynamic change with a family business compared to just a business?

Ways to earn respect with the existing employees.

I would like to make my grandfather proud.

How to avoid conflict of interest and hurt feelings while keeping the business profitable.

How to treat your family members more like coworkers than family.

How to make sure the family business continues for many years.

### BA 463/563 FAMILY ENTERPRISE MANAGEMENT SPRING TERM – ON CAMPUS AND ONLINE

This seminar builds on the comprehensive issues addressed in BA 365 by providing students with a structure and resources to design a career development plan, either inside their family business or in another career. Students analyze key elements of governance and family culture in the long-term success of the enterprise. A hallmark of the course is the wide range of guest speakers from family business CEOs to advising professionals.

### BA 365 FAMILY BUSINESS MANAGEMENT FALL, WINTER AND SUMMER TERM – ONLINE

This online class is of particular interest to entrepreneurship minors and financial services majors. The ten-week course focuses on the opportunities and problems characteristic of family businesses, including management succession, ownership transfer, mixing family and business roles, family conflicts, and working with outside advisors. Students can differentiate their resumes by learning about family business clients, employers or competitors in Oregon's economy.

# Family Business Student Engagement

## SCHOLARSHIPS

Each year nearly **\$20,000 in scholarships** is awarded to College of Business undergraduates from family businesses. Students work with their College of Business advisor to determine eligibility and apply. The scholarships are supported by the generosity of members of the family business community.

## GENERATION NEXT

The **first OSU student organization for students interested in family businesses** was launched in October 2017. Scott Parrish, president and CEO of A-dec, was the guest speaker at the inaugural meeting. Future club activities include factory tours, executive guest speakers, campus events and training for the annual Global Family Enterprise Case Competition.



## FAMILY BUSINESS CAREERS IN AUSTIN HALL

In Austin Hall on February 16, 2018, **family business executives are invited to participate in the “Work Local, Stay Local” Career Fair**, a collaboration with the Management Club. This event will provide eight to 10 small- and medium-sized family businesses to connect with students in a business-casual environment. Students will be able to learn about great employers based in this region that may have internship or full-time job openings. Employers will be able to interact with our students without having to compete for their time and attention with the large companies that frequent our job fairs. There will also be a number of panel sessions throughout the rest of the day, focused largely on HR topics. As such, a career fair that gives regional businesses a chance to recruit our students fits well with the HR-focus of the day.

# Guest Speakers

## 2017 FAMILY BUSINESS SPEAKERS IN AUSTIN HALL

Thank you to the speakers who travelled to Corvallis to support the 2017 Family Business Management Class and the future leaders of Oregon's family businesses:

**Chris Bamburg**, Adhesives and Packaging Systems

**Becky Berger**, Berger Seed

**Travis Boersma**, Dutch Bros.

**Hans Coon**, Oak Farms

**Andrew Crouse**, David H. Sutherland Co.

**Mary Dougherty**, Brownstein Rask LLP

**Ashley Duncan**, General Sheet Metal

**Jessie Foglio**, First Response Security

**Elaine Harvey**, KeyBank

**Bryan Harris**, Harris Transport

**Stephanie Gibson Hawks**, Lochmead Dairy

**Joe Hobson**, Schwabe, Williamson, Wyatt

**Grant Jones**, Graystone Legacy Investments

**Kathleen Kee**, Confluence Wealth

**Jeff Kelly**, Kelly Home Center

**Brayden Moore**, Chateau Properties

**Ken Madden**, Madden Industrial Craftsmen

**Kelsey Madden**, Madden Industrial Craftsmen

**Scott Pillsbury**, Rose City Label

**Marijo Prlain**, Reser's Fine Foods

**Lynn Spruill**, Retired Dean, Oregon State College of Business

**Lisa Weiglin**, Endeavour Capital

---

# FAMILY BUSINESS 360°

The premier source for family business education & networking

---

“The presentations are topical and entertaining, and they help you see your business and family from different angles. We always leave with new insights and ideas that help us move forward as a family and as business owners.”

*Rich Reece, Sea Lion Caves  
2016 Selection Committee Member*

- All **breakfasts** run from 7:30 to 9 a.m.
- Cost is **\$40 per person**
- A 25% discount is given for three or more registrations, either for the same event or for multiple events.
- Seattle events are \$45 per person.

To **register** and for complete series information visit **[business.oregonstate.edu/familybusinessonline](http://business.oregonstate.edu/familybusinessonline)** or call 800.859.7609



#### **Podcasts**

Listen to audio recordings from past seminars featuring interviews with Family Business 360° experts.

# Spring 2018 Seminars

## Portland

BridgePort Brew Pub  
1313 NW Marshall St.

### MARCH 15

#### Successful Business Transitions: Preparing Owners for a New Financial Reality

Chad Wall and Justin Miller  
BNY Mellon Wealth Management

### MAY 10

#### Succession Planning for Women-Owned Firms

Linette Dobbins and Judith McGee  
McGee Wealth Management

## Eugene/Springfield

Hilton Garden Inn  
3528 Gateway St, Springfield

### MARCH 7

#### Marketing Your Family Business: To Be or Not to Be

## Bend

OSU Graduate Research Center  
650 Columbia St.

### MAY 8

#### Why Trust is Your Most Valuable Family Business Asset

Mark Wickman  
Family Business Counsel

## Tigard

The Grand Hotel  
7265 SW Hazel Fern Rd.

### FEBRUARY 16

#### Keys to Financial Preparedness for Family Business Successors

Charles Verdugo  
KeyBank

### APRIL 12

#### Exit Stage Right – Understanding Your Family Business Exit Options

Jeff Cronn  
Tonkon Torp LLP

## Seattle

Seattle Yacht Club  
1807 E Hamlin St.

### FEBRUARY 22

#### Effective and Efficient Succession Planning in an Era of Tax Uncertainty

Rochelle Haller and Harold Snow Jr.  
Garvey Schubert Barer Law

### APRIL 26

#### Successful Business Transitions: Preparing Owners or a New Financial Reality

Chad Wall and Justin Miller  
BNY Mellon Wealth Management

## Webinars

Noon - 1 p.m. | free

### DECEMBER 13, 2017

#### Why Sustainability Strategy Matters to Family Companies

Dr. Steve Schein  
L4S Consulting

### FEBRUARY 1

#### Strategies for Family Business Conflict Resolution

Dr. Randall Kinnison and Doug Alford  
Genesis Mediation





**Oregon State University**  
**College of Business**

Austin Family Business Program  
382 Austin Hall

800-859-7609

[business.oregonstate.edu/familybusinessonline](http://business.oregonstate.edu/familybusinessonline)