

FAMILY BUSINESS 360^o

How Trust Can Be Your Most Valuable Family Business Asset

Mark Wickman – Family Business Counsel
The Leichner Family - Pride Disposal Company

Wednesday, March 20, 2019
Kroc Community Center, Salem OR

Background

Relationship and communication-related issues are at the forefront of family business concerns; families who have attended Family Business 360 events this season rate them among their top challenges for the next 12-24 months.

Trust and open communication are essential for everything from growing the business to succession planning. A breakdown of either can have serious consequences for the family and enterprise. How does a family learn to build up an abundance of trust, or repair it once it's been strained? How can you most effectively build open communication among family members and employees? This session will review strategies for building and maintaining trust as a vital and valuable “asset” in your family enterprise portfolio.

Further Reading

The Family Business Teeter Totter: Balancing Those Two Wor(l)ds, Family and Business (2016), Mark Wickman, Family Business Counsel, available online: <http://a.co/2UEHXCy>

How Families Work Together (2010), Mary Whiteside PhD et al., A Family Business Publication, Palgrave Macmillan

Crucial Conversations: Tools for Talking When the Stakes are High (2002), Kerry Patterson et al, McGraw-Hill

Smart Trust: The Defining Skill that Transforms Managers into Leaders (2013) Stephen Covey and Greg Link, Free Press

Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead (2015), Brené Brown, Avery Publishing

Austin Family Business Program Resources

Sign up for the quarterly Austin Family Business Program email newsletter:
<http://business.oregonstate.edu/familybusinessonline>

Advisor Search listing of experienced family business professionals:
<http://business.oregonstate.edu/familybusinessonline/advisor-search>

Audio Podcasts: <http://business.oregonstate.edu/familybusinessonline/podcasts>

Facebook at: <https://www.facebook.com/familybusinessonline>

LinkedIn at: <http://www.linkedin.com/groups/Austin-Family-Business-Program-5188170>

Mark Wickman – Family Business Counsel

Mark is fortunate to spend his best hours and efforts convening and facilitating conversations with small businesses, families and organizations – helping them have the conversations they know they need to have but avoid. Mark is the author of “Wealth or Well-th? Re-defining Financial Freedom”, and just released his second book, “The Family Business Teeter Totter.” Since the inception of Family Business 360 Mark has been a presenter on a variety of topics family businesses encounter, including mining conflict, the challenges of multiple generations working together, and the high cost of inaction. Mark believes that family businesses create the lion’s share of jobs in our cities and towns, and help weave the threads of communities envisioning thriving futures.

Mark graduated with a Bachelors and a Masters from Linfield College. Mark and his wife Lyn have been married since 1986 and are the parents of two adult children, Lindsay and Drew. They are committed to the ideals of healthy communication and healthy communities, and continue to be involved with a variety of local, regional and international causes.

Pride Disposal Company, Sherwood

Pride Disposal & Recycling Company is a family-owned and operated business that has served the Sherwood, Tigard, and Washington County areas for more than 30 years. Although officially founded in 1986, their full history goes back more than a century.

The Leichner family has worked in the solid waste business since 1917, when Phillip Leichner began operating a route in Portland, Oregon. In 1937, Phillip purchased Clark County Disposal in Vancouver, Washington. After his death, Phillip’s four sons—Elmer, John, Robert, and Lorry—took over the business. Lorry retired from Clark County Disposal in 1984.

Two years later, Lorry, along with his son and daughter-in-law, Mike and Cindy Leichner, purchased Frank’s Disposal in Tigard and incorporated it as Pride Disposal Company. Mike and Cindy have grown Pride over the years through hard work and dedication to their local communities. While Mike and Cindy continue to have active roles in Pride, their children have assumed leadership positions over the company. Kristin and Michael Jr. are shareholders, and Kristin is now President of the company, continuing the family tradition.