

Maximizing the Unique Competitive Advantage of Your Family Business

Presented by: Mike McGrann

Tuesday, September 22, 2009

8 a.m. – Networking & continental breakfast

8:15 a.m. to 11:30 a.m. – Presentations

Sheehy Farmer Campus Center, King's College

Family Presentation:

The Kiesendahl Family, Woodloch Pines

Special Presentation:

Scott Carey, Breaker Boy Drums and Percussion

Forum Members

A. Picket Construction
 A. Rifkin Company
 Balester Optical
 Benco Dental
 Business Solutions 360
 Clifford Auto Center
 Concrete Steps Units
 Corcoran Printing
 Cornell Iron Works
 Cornell Storefront Systems
 CPS Direct
 Craft Oil Corp.
 Dempsey Uniform & Linen*
 D.G. Yuengling & Son
 Diamond Manufacturing
 EPSCO/Hillside Farms
 Gemark Service Corp
 Gentex Corporation
 Gerrity's Supermarket
 Gertrude Hawk Chocolates
 Guyette Communications
 Highlights for Children
 Hildebrandt Learning Centers
 IMG, Inc.
 igourmet
 International Sports Camp
 Jack Williams Tire
 JDK Management
 Kane is Able, Inc.*
 Knowlton Construction
 Leeward Construction
 Louis Pagnotti Inc.
 L.R. Costanzo, Inc.
 Maid-Rite Steak Company
 Maslow Lumia Bartorillo
 Masters Concrete Products
 Mericle Commercial Real Estate Svcs
 Pesavento Monuments
 Power Engineering
 Reilly Associates*
 Riggs Asset Management
 R. J. Walker
 Ruckno Construction
 Sordoni Enterprises
 Stephens Pharmacy/NE Med Equip
 Straub Metal
 Times-Shamrock Communications*
 Woodloch Pines

* Advisory Board Members

Mike McGrann returns to the FBF to dig deep into how your family business can compete and win regardless if it is a "big box", a local competitor, or our changing world market. Long-term competitive success, he suggests, requires a focus on the entrepreneurial requirements for growth and productivity that can generate prosperity for many generations to come.

Case Study - Mike, whose previous presentation was rated one of the highest ever, will lead a case study discussion involving a real-life home improvement business that is faced with sudden direct competition from Home Depot. In the midst of this struggle, the family learned how to identify and leverage their unique competitive advantage and thus began to view itself not just as a "home improvement family", but also as an entrepreneurial "economic unit."

You will take away:

- How to find your true competitive advantage
- Are you an Entrepreneurial Family?
- What is required for real growth and change in your family business
- How to continue your legacy of entrepreneurship

Michael N. McGrann is Executive Director of the S. Dale High Center for Family Business at Elizabethtown College. He was previously an adjunct professor of entrepreneurship and assistant director of Babson College's Institute for Family Enterprise, and co-manager of an academic center at the Wharton Enterprising Families Initiative at the University of Pennsylvania. He is also a founder and principal of the Telos Group.



The Kiesendahl Family from Woodloch Pines will share the story of their venerable company that encompasses a world class resort, spa, golf course, sports complex, residential real estate and construction & a restaurant.



Scott Carey from Breaker Boy Drums and Percussion is a May 2009 graduate of King's College and winner of the Great Valley Technology Alliance Business Plan Competition. He will discuss his exciting start-up business.



Register at: www.kings.edu/fbf • Or fax registration to: (570) 208-5989

For more information contact Patrice Persico: (570) 208-5972 • patricepersico@kings.edu
 Family Business Forum • William G. McGowan School of Business
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