



Capital Region
Family Business Center
Helping Family Businesses Grow and Prosper

Quarterly Newsletter, June 2017:

A Message from Stephen Fleming, Board President



Dear Members,

Capital Region Family Business Center (FBC) programs are all centered around our mission to help Family Businesses grow and prosper. This is accomplished by providing unique networking opportunities where you can dialogue with each other, tackle difficult issues, and share in each other's successes. The programs that we offer represent a set of core values that reflect the mission, vision, and direction of the FBC. Those values are:

Trust. We are an open forum to share ideas and family goals among businesses in a confidential environment.

Affinity. We are committed to serving and supporting each other as we strive to perpetuate our family businesses.

Education. We deliver in-depth, relevant, and insightful programs for our members.

Collaboration. We believe that family owned businesses that engage with peers will prosper.

Prosperity. We work together for the greater growth and success of our region.

With these values and programs in mind, about a year ago your Board of Directors made the strategic decision to grow our membership as we believe that much of the benefit of membership in the FBC comes from the interactions we have with other family businesses. I am delighted to report that we have 12 wonderful new Family Business Members that have joined since the beginning of this year, plus two new Sponsor Members (GNT Solutions and Silvers HR). It is our intention to continue to add to the membership, so please let us know if you know of any family businesses which would be good additions to our organization.

With quality programming at the core of the value proposition for members of the FBC, member engagement and energy at our programs is a standard measurement of our success. Last month we had 80 family members and sponsors enjoy the River Cats game at Raley Field and with the recent re-launch of the Affinity Groups, we anticipate growing attendance there. As we evaluate our current programs we expect to make some changes in order to bring the most useful and interesting content and groups together.

The inaugural Generations Conference this January was a huge success with keynote speakers representing Raley's, Ruiz Foods, William Grant & Sons, Guittard Chocolate, and Michael Mondavi Family Estate. I extend many thanks to our Conference Chair, Tim Schultz of Lundberg Family Farms, and the entire team which contributed to the outstanding event. Tim is leading the effort once again for our 2018 Conference and though the bar was set high, he is working to make it even better than last year. Be sure to get your tickets early to ensure you have a seat reserved and please read the Newsletter to learn more about the exciting keynote speakers that we've lined up to be there. Information will also be regularly updated on our [website](#).

Please reach out to me or our Executive Director, Stella Premo, if you have news to share about your business or would like more information about any of our programs. Additionally, if you are interested in getting involved with a committee (Generations Conference, Programming, or Membership/Marketing), we welcome your participation.

With gratitude,
Stephen A. Fleming
Board President



Upcoming Events & Programs

June 22nd - [AG1 | Executive Round Table](#) Last Chance to Register! Join us!

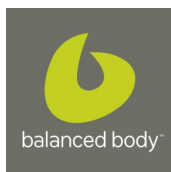
July 11th- [T3Me | Estate Planning: Why You Need to Check Your Estate Plan Now](#)

August 3rd- [Family Forum | Preparing Heirs for Wealth Inheritance](#)

Click [here](#) for more event information.



In The News



Balanced Body owner Ken Endelman unveils "Motion and Form," a new mural from Sophia Lacin and Hennesey on the side of his Sacramento Facility.

[Read more](#)



Fiddymment Farms Pistachio Paste has won the sofi

Gold Award in the Nut Butter, Seed Butter category in the Specialty Food Association's 2017 sofi™ Awards competition. A sofi is the top honor in the \$127 billion specialty food industry. "sofi" stands for Specialty Outstanding Food Innovation and represents the best of the best from members of the Specialty Food Association.

[Read more](#)



Generations
FAMILY BUSINESS CONFERENCE
CAPITAL REGION

January 29-30 2018 | Sacramento Convention Center

Save the Date

Our Second Annual [Generations Conference](#) is scheduled for January 29 & 30, 2018.

Save the date and plan to attend the 2nd Annual Generations Conference, January 29 -30th at the Sacramento Convention Center. You don't want to miss this unparalleled opportunity to network with and learn from the leaders of family businesses from across the globe. This year's conference has been designed to provide cutting-edge education, collaborative networking and unique social events to help you grow, manage, operate and transition your business – keeping the unique dynamics and needs of family businesses in mind.

Family Day

Thank you to all who came out to the game at Raley Field last month. We enjoyed connecting with you and spending some



Our action-packed two-day schedule, will put you up front and center with an impressive roster of local, national and international [keynote speakers and presenters](#) who can provide real-life insight into what separates success stories from failures. Confirmed keynote speakers include individuals from:

time with your families.



August Family Forum

For many families, a conversation about wealth or business inheritance is an uncomfortable topic. Much of this discomfort stems from generational differences in beliefs about wealth, money, family, and work ethic. In this interactive session, we'll uncover how perceptions can get in the way of having essential conversations about these very things. With guidance from two experienced and knowledgeable presenters from the Family Dynamics department at Wells Fargo Private Bank, participants at this [Family Forum](#) will have an opportunity to begin a discussion on wealth and business inheritance with a fellow family member while breaking down misperceptions that may be undermining business or family relationships.

- Betts Company
- Frescobaldi
- Nugget Markets
- Mariani Packing Company

Why attend?

- Speakers from renowned family enterprises sharing solutions to commonly faced family business challenges
- Largest family business-focused event in Northern California
- Discounted rate for FBC members
- Limited attendance and a 'safe harbor' environment to facilitate conversation and openly share challenges

Early bird registration opens August 1, 2017.

Sponsorships are now available contact Mike Briare (916) 790-3647 or Heather Tanfani (916) 608 8686.



Member Spotlight: Pyro Spectacular



The Business Of Making The Sky Spectacular: We Light Up The Night

Summertime in Sacramento means fireworks at the River Cats, celebrations, and of course, a brightly lit Fourth of July. We recently caught up with Nancy Gilfillan, daughter of the late Founder Robert Souza at [Pyro Spectaculars, Inc.](#) to learn more about how they make this all happen, and what it takes to remain at the top of the industry in this market.

Q. So tell us, have you always enjoyed playing with fire?

A. To be honest, by nature I'm a really big chicken! I never fantasized about playing with fire and from an early age I was taught to respect it. My father taught us the importance of keeping a safe distance and to always have the water bucket and a hose nearby.

Q. What was your very first job, and how did it go?

A. I wasn't groomed to be in the business full time, and I have been a Registered Nurse for 41

years. I'm grateful to have my nursing career as well as share some time in our family business working on special projects, taking on the role of providing support to my husband and family members. My father provided us with early exposure to the business and allowed us to do many tasks. In the late 1960's early '70's the business included consumer and display fireworks. I have memories of working on an assembly line putting together firework packets, answering phones, cleaning the office, building set pieces and most fun of all, working in firework stands.

Since then my role has shifted. For the past 20 years I've been responsible for coordination of crew for the Macy's 4th of July fireworks show in New York City and I work hand-in-hand with my brother, Gary Souza. We have 50 crew members from all over the country working so I handle the travel accommodations and day to day comfort needs for our crew during the two week set-up. Even though I hold a license to handle firework materials, I spend most of my talents behind the scenes.

Q. What's the biggest misconception people have about pyrotechnics?

A. People often say: "*oh you only work one day out of the year!*" but that's absolutely not true. It's a year round business; there is very little downtime. Our busiest seasons are the 4th of July and New Year's Eve but we do provide fireworks for many celebrations throughout the state year-round. Some of our displays can be seen at events from high school homecoming shows, weddings, major and minor league baseball games and several Olympic Games. We are also active with the American Pyrotechnic Association and attend two major conferences each year.

Q. How long does it take to set up a show?

A. Our smallest show, one that will last for just five minutes like at a Homecoming, takes an afternoon to set up. Our Macy's show, which goes for 30 minutes, takes 14 days to set up following a year of planning. This year the Macy's Fourth of July show will be set up on five barges in the East River, and it's live telecast so it has a little more pressure than usual.

Q. Your Dad left a real legacy for you and your siblings; what core values did he lead with as a you learned from him?

A. My father was able to teach us about integrity, community and what it means to have a good work ethic. He grew his business through quality work, reputation, and by always exceeding expectations. The company grew exponentially over the years as a result, and he remained a true leader who always had his hands and heart on the business and kept his family and employees closely involved.

Q. You've been in business here for many years now; what do you think it is about your Family Business that keeps people coming back every year?

A. As owners, my two brothers and our spouses have shared family values that include respect, integrity and honesty. We have 60 employees and many operators and crew that work as independent contractors. We treat our employees like family and that culture that results in low turnover. As far as customers, we have a long history of safety and dedication to providing a good product. When we do this well, our customers return. I am proud to be a part of the team that makes people ooh, ah, and smile.



Social Media Policy: Member Poll

Forbes spoke briefly recently to the topic of [Social Media Policy](#) in Family Business, mentioning why it is essential that the whole family works to protect the reputation and integrity of the business by being careful with what they post. In an age where upwards of 70% of your business is gained or lost through social sharing, we couldn't agree more and, we're wondering — what does your family do? We'd love to share some information about what's working (or not) in your business, and what you've formally, informally or otherwise in between developed around Social Media Policy. Please take a quick minute to respond to [this poll](#), and keep an eye out for a follow up note from us with the results, and what kinds of support we can offer around it.

[Social Media Poll - Click Here](#)



Sponsor Spotlight: DCA Partners



Philanthropy and the Family Business: More Than Just The Optics

Capital Cup, sponsored by DCA Partners, is just around the corner and got us to thinking about our core values of collaboration and prosperity. We agree that giving back and doing good in our region is essential for the health of the community as a whole, and for the business to stay connected to those it serves. In our talk with DCA Partners about their upcoming event, we discussed the benefits being philanthropic offers a business. Curt Rocca, Managing Partner, shares below why DCA chooses to give back in the way that they do.

Philanthropy to me, by its very nature, means not looking for anything in return. So, if the philanthropic endeavors that we are involved with have some underlying benefit to our business, that's great, but I can tell you that we do not think of it that way, and we don't make decisions about which organizations to support based upon their ability to provide benefits to DCA.

This community has been very good to us. We recognize that others have not necessarily been as fortunate as we have, typically through no fault of their own, so giving back seems natural, and candidly — it just feels good! That said, the Capital Cup has been good for all of the participants' businesses. I believe we all now have a broader, deeper and more meaningful relationship with over 20 local like minded business leaders, and that's got to be a good thing for everyone involved. More importantly for me, I feel like I have established several new friendships that I likely would never have had absent the Capital Cup.

Collaboration, networking, and shared interests is obviously a big part of my work at DCA, as is the work of other business leaders in the FBC. Because of this I attend many events to connect with various groups of people. The Idea for the Capital Cup came one day when I was

asked to play in a golf tournament to support a wonderful cause, but I had neither the time to play in yet-another golf tournament, nor the excess financial resources to support it in a meaningful way. It had always struck me as odd and unfortunate how inefficient the non-profit fundraising world seemed to be, with hundreds of them dedicating the time and resources to plan, organize and execute a golf tournament that typically yielded \$20,000 to \$30,000 (or less) for the supported organization.

Those people have important work to do in their organizations, and that just simply seemed like an ineffective use of their time. I wondered then if we could pull off one big golf tournament where we could play and have an opportunity to support a cause we each were most passionate about. And, in doing so play a role in supporting these 20-25 different organizations *without* the charities' personnel having to be wildly distracted from their more-important functions.

It really was a very selfish concept when you cut right to it— it allowed me to save a bunch of time, golf and spend time with a great group of local business leaders, and feel good about helping to support dozens more organizations than I would otherwise have had an opportunity to support.

The Ryder Cup format was the perfect platform to build this concept around, and thus the Capital Cup was born. It is truly an example of effective collaboration. It never would have been possible without the great early adopters like Kerry Gordon and Steve Fleming, who quick to jump in and offered me the confidence to move forward with the concept.

The first year out I nervously set a target of \$150,000, and we somehow raised nearly \$350,000. Last year I was concerned that we were never going to be able to surpass that first year's success, and we blew past it raising over \$750,000. This year we're feeling more aggressive and shooting for a cool \$1million. I'm excited to see what we can do together and all that we can accomplish to support our regional community.



New Member & Sponsor Welcome

Please welcome our newest Family Business Members!



Welcome to our newest Sponsor Members!



A Note From Your Executive Director



Dear Members,

Thank you for taking the time to read through the second quarterly newsletter. The newsletter is an evolution, and as we hope to keep bringing you more member highlights we encourage you to send us your press releases and ideas for content. We've included a brief poll in this issue about social media policies and this information will help guide the Family Forum Event in October. We hope you'll join us there and please give a special thank you to Tyler Deary, NorCal Beverages for leading the programming effort.

We are proud to have created a volunteer driven organization that supports these valued businesses in our region. There are many family members and sponsors that volunteer tirelessly to bring the best in programming and events to you, our members.

Please help me thank Curt Rocca, DCA Partners, for leading the AG1: Founders, Presidents, and CEOs. Maggie Bender-Johnson, Warren G. Bender Co., for taking the lead as the AG2: Next Generation Leaders Affinity Group; Pat Lewis, River City Bank for leading the AG3: Women's Affinity Group; and Shawn McElmoyl, Wells Fargo, recently appointed Vice-Chair of the Programs + Events Committee. If you are in the North Valley and would like to lead the AG4 group, please let me know as we are actively looking for a leader to organize this group.

We are looking forward to continuing with a very dynamic year and a very robust Generations Conference in January 2018, led by Generations Conference Chair Tim Schultz, Lundberg Family Farms. If you want to get involved, please reach out to me or any of our volunteers, and we'll find the best opportunity for you.

I hope you've had the opportunity by now to visit our new website. If you haven't been on the site for a while, I encourage you to take a look. You'll see a new section called [where we are](#) and thanks to Renee Taylor, Owen-Dunn (new Family Business Member), we have a [map of our membership](#). Please surf our site and let me know what you think.

Warmest regards,

Stella Premo
Executive Director
