



Capital Region
Family Business Center
Helping Family Businesses Grow and Prosper

Quarterly Newsletter | September 2017

A Message from Stephen Fleming, Board President



Greetings FBC Members!

While our team continues to develop new and exciting ways to support the efforts of our family businesses, The Generations Committee is busy developing the programs for the [Generations Conference](#), the largest family business-centered event in the state. With a challenging and informative format, impressive roster of contributors, and a growing list of attendees, Generations promises to be a must-attend event for our members and other family businesses. Please see the story below for registration and more information, including details on 'Early Bird' pricing.

In the meantime, please help us spread the word! Do you advertise with a local publication or media outlet? If so, please consider donating your upcoming advertising space to FBC. Examples of valuable past donations include a Capital Public Radio commercial spot and a Sacramento Business Journal print ad. Graphics, content, and design assistance will be provided. If interested, please contact Generations Marketing Coordinator Mary Towne at mary@elevatepublicrelations.com or 916-672-6766.

Thank you to Lundberg Family Farm's Tim Schultz who has taken on the impressive task of chairing the Generations Committee for the past two years. I am pleased to announce that Amber Holwell of River City Bank, marketing chair of the committee, is 'shadowing' Tim this year to be best poised to lead the event's third iteration.

Sincerely,
Steve Fleming
Board President



Generations
FAMILY BUSINESS CONFERENCE
CAPITAL REGION

January 29–30, 2018 | Sacramento Convention Center

GenerationsConference.com

Save \$100 per person when you register by September 30th!

Don't miss the opportunity to register for this incredible conference at an unbelievable price! Early Bird Registration is available through September 30, 2017. A discounted rate is offered to all FBC members, and family business ticket packages are now available.

As a conference attendee, you have the opportunity to promote your company by contributing a promotional item or company product to the conference gift bags.

For more information on the conference and registration details, visit:

www.GenerationsConference.com

Keynote speakers include:



Topics to be covered include those specific to family businesses: succession planning, finances and taxes, family dynamics, working with multiple generations, and transitioning the business.



Generations Conference Committees Volunteer Opportunities

Our first annual Generations Conference was a huge success and we're anticipating another outstanding conference in January. A conference of this magnitude doesn't come together without the help

of dedicated volunteers. We are looking for FBC members and sponsors to participate on Generation Conference committees. Joining a committee is a wonderful way to leverage your skills and expertise, and have a hand in shaping the conference; it's also a great way to get to know your fellow FBC members.

Committees include:

- **Programs Committee:** Assist with the recruitment of speakers and development of high quality and thought-provoking breakout sessions.
- **Sponsorship Committee:** Develop and coordinate sponsorship opportunities. Connect with past sponsors and cultivate new relationships with the goal of promoting the conference and meeting sponsorship goals.
- **Finance Committee:** Establish and track the budget, and provide general oversight on all financial matters.
- **Marketing Committee:** Collaborate with an outside marketing agency to support marketing efforts including public relations, marketing collateral, social media, advertising, and overall marketing strategy.

Reach out today to learn more about the committees and how you can participate!

Amber Holwell, River City Bank
916.567.2622 or amber.holwell@rivercitybank.com

Help spread the word about the Generations Conference

Do you advertise with a local publication or media outlet? Help spread the word about the Generations Conference by donating your upcoming advertising space. Graphics, content, and design assistance will be provided.

Past examples of donations include: Capital Public Radio commercial spot announcing the conference and Sacramento Business Journal print advertisement. Reach out today to learn more about putting your advertising space to work for the Generations Conference!

Interested in donating? Contact: [Mary Towne](#)



Upcoming Events & Programs

September

28th [AG1 | Executive Round Table](#)

October

12th [Family Forum: Why Social Media Matters to the Reputation of your Family Business](#)

November

7th [T3Me: Transfer Restriction & Your Family Business](#)

14th AG4: North State Event - Save the date!

December

14th [Holiday Social in conjunction with FBA](#)

NextGen (AG2) Post Event | Member Poll



The **NextGeneration Leader's Affinity Group (AG2)** met on September 13 for a robust discussion about adaptive leadership and how we must be able to change, grow and develop ourselves if we are to move forward in our careers. [Kevin McCarthy](#) led the discussion and will continue to guide the AG2 group delve into the topic of leadership and personal/professional development in December. Stay tuned for the next NextGen Affinity Group meeting. Here are a few post-meeting responses.

Based on what was covered in the Adaptive Leadership course, what takeaways will you put into practice?

"Articulating the difference between throughputs and outputs." - *Mary Rotelli, Teichert*

"I will seriously consider what I need to change over the next year in order to continue being an

adaptive leader." - Ansel Lundberg, Lundberg Family Farms

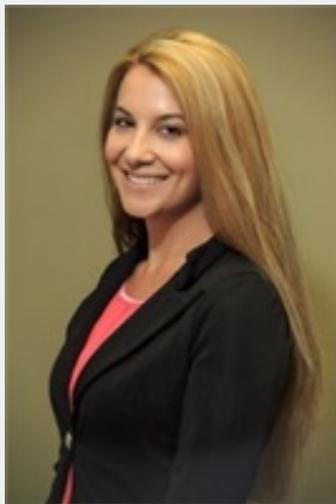
What is one thing you will do differently based on what you learned in the course?

"Pay attention to desired outcomes rather than systems. Our CRM is designed for management. What about the field users? Our customer portal is being redesigned with suggestions from staff. What about the customer?" - Chris Haven, Flyers Energy

"Be more of a dynamic leader. Constantly on the look out for how I can improve." - Kevin Gilfillan, Pyro Spectaculars



Member Spotlight | Hutchison Financial



Help For Our Heroes: Member Spotlight on Lindsey Hutchison

Lindsey Hutchison wasn't planning to make a career at her father's company, Hutchison Financial. What started as a high school part-time job jump started a love of learning and the pursuit of three degrees, including an MBA in Finance. After a stint in government contracts and enough 'real world' experience, Lindsey made her way home and interviewed for an account management position at the firm. Since joining the family business, Lindsey has earned her Life & Health Insurance and Property & Casualty licenses, and now sells individual and small group plans and manages the commission tracking for the office. More importantly, she has come to appreciate the camaraderie, comfort, and flexibility that comes with working with family. [Read more...](#)



How can you get involved?

Donate or participate in the [Go Give 2 Live Inaugural Golf Tournament](#)

Veterans Day - November 11th, 2017

Top Golf Roseville

Tickets, group packages and sponsorships available now.

Proceeds fund statewide support programs for veterans. *Give because they gave.*



New Member Welcome

Please welcome our newest Family Business Members!



American Eagle Wealth Advisors
an independent registered investment advisory firm



A Note From Your Executive Director



Dear Members,

The Programs + Events Committee has some changes in store for you next year. We are going to focus on the Affinity Groups and have fewer technical programs. That means the traditional T3Me programs will be suspended so that we can bring you two half-day events that will merge the Family Forums and T3Me series. It is our hope that by concentrating our programs, you'll have more opportunity to network with other family businesses while also learning best practices. If you have specific family business issues that you would like us to address, please feel free to reach out to me or to Gina Lera, Programs + Events Committee Chair at 916.403.5181.

Last year the Membership Committee led an effort to say thank you to our members by making special deliveries of Thank You baskets with goodies from our membership. The Committee not only enjoyed delivering the baskets, our members enjoyed receiving them. And, we made enough baskets that we were able to give one to many new members, too. This was a great way for our FBC Ambassadors, Thom Dille, Fiddymont Farms and Steve Bender, Warren G. Bender to welcome new members to the FBC Family. Thank you to everyone that donated to the Thank You baskets and if you have not donated an item and would like to please reach out to Dave Boyce, Membership Committee Vice Chair at 916.924.0800.

I look forward to seeing you at an upcoming event!

Warmest regards,
Stella Premo
Executive Director

