Economic Engagement:
The Virginia Tech Family Business Forum

*Helping Family Businesses Thrive*

September 17, 2007
Forum Presenters

• Scott Johnson, Director
  Virginia Tech Family Therapy Center

• Jim Pilversack, Director
  Virginia Tech Family Business Forum

• Shannon Underwood, AXA Advisors
  Virginia Tech Family Business Forum Corporate Partner

• Susan E. Short, Director
  Virginia Tech Roanoke Center
Purpose

- To serve as a trusted resource to family businesses as they address the issues and opportunities that are unique to the family owned enterprise
History

• Family Owned/Closely Held Businesses
• Needs
• Family Business Forums at the state and national levels
• University affiliations/opportunities
What We Do

• Provide a series of programs and support services specifically designed to meet the diverse needs of family owned and closely held businesses in the region.

• From September – May, the Forum features seven educational programs facilitated by leading experts in all areas of family business.
Educational Program Topics

- What Makes Family Businesses Unique?
- The Advance Auto Parts Story
- Strategic Planning for the Family Business
- How To Resolve and Reduce Conflict in Your Family Business
- What’s Unique About Families Who Share Business Assets?
- An Integrated Approach to Transition/Succession Planning
- The Life Plan: Overcoming the Eight Challenges That Face Family Business Owners
- Team Building and Leadership Development in the Family Owned Enterprise
- Working with Key Non-Family Managers in a Family Business
Value to Members

• High Quality Professional Development
  • Bring family business experts as resource speakers from around the country
  • Connect members to trusted experts in the local area for information and help
Value to Members

- Peer Network Development
  - Meet regularly with other family business owners
  - Share best practices
  - Hear the stories of other family businesses
Value to Members

• Connection to a wide array of resources
  • Virginia Tech Family Therapy Center
  • Web resources of Virginia Tech Family Business Forum
  • Archived Forum audio
  • Online family business articles
Membership Investment

Time and Cost Investment = 28 hours + $1,500
Corporate Partners

• AXA Advisors
• Brown, Edwards & Company, L.L.P.
• FNB Corporation
• Gentry Locke Rakes & Moore, L.L.P.
Corporate Partners

• Involvement of Virginia Tech Family Business Forum corporate partners
  • How is VTFBF making an impact on family owned businesses?
  • How is VTFBF making an economic impact in the Roanoke region?
Vision for the Future

• Over 50 member companies
• Owner Roundtables
• Next Generation Roundtables
• Alternative Delivery Methods
• Expanded connections to additional Virginia Tech resources and programs
Upcoming Program

Thursday, September 27, 2007

*Team Building and Leadership Development in the Family Owned Enterprise*

Dusty Staub

7:30 a.m. – 11:30 a.m.
Room 212 – Roanoke Higher Education Center
108 North Jefferson Street, Roanoke
Engagement Opportunities

• for family owned/closely-held businesses
• for the community/region
• for Virginia Tech faculty
• for Virginia Tech students
Virginia Tech Family Business Forum

• Opportunity for reflections/questions
Contact Information

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