

Upcoming Events

Family Business Day

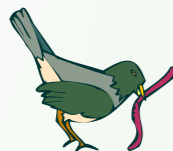
October 15, 2009

Stephanie Brun de Pontet, PhD

Dr. Stephanie Burn de Pontet is an associate with the Family Business Consulting Group, the leading resource for family-owned businesses. Stephanie is a recognized family business expert, author, speaker and Family Business Advisor newsletter Executive Editor. Dr. Brun de Pontet's award winning research on family business has been published in the Family Business Review, a leading trade journal and Personality and Social Psychology Bulletin.

Sessions Include:

- Family Business 101
- Conflict and Communication in Family Business
- Family Business Governance



Early Bird Registration by September 1, 2009

Member Pricing	Non-Member Pricing
\$165.00	\$195.00

Family Rates for Members Available

Per Session Rate Available



Breakfast Round Table

July 16, 2009 8:00 AM

Have breakfast with family business experts at Dermody Burke & Brown. July's topic is Planning for Transition

Networking at Tarson Pool & Spa

August 20, 2009 4:30 PM

Come meet the Tarsons and hear more of their story and about their 4 generations of success. Stay for poolside networking.

Mentoring at Hunt Real Estate

Coming Soon

A facilitated discussion with Hunt Real Estate's Shauna Teelin and Peter Hunt as they host family businesses. Networking to follow.

For more information and to register
for all events
NYFamilyBusinessCenter.com

New York Family Business Center

Relatively Speaking
572 South Salina Street
Syracuse, NY 13202



Inaugural Edition

Relatively Speaking

June/July 2009

NYFamilyBusinessCenter.com

(315) 470-1889

Volume 1, Issue 1

To Come Full Circle

By Shelly (Tarson) Wolfe

The phrase to "come full circle" is the first thought I have when thinking about my family's business in 2009. The economic climate is tough, but for some, hard times bring opportunity. We may not recognize this at first, but the time to begin a new career or to pursue a long desired dream may be right now. For many it will also be the time to begin a business of their own. That was the case with my grandfather, Francesco Taurazzo, aka "Frank Tarson" over seventy-five years ago.

An immigrant from Italy, my grandfather began our family business during the Great Depression. It began simply as one man mixing bleach in a bathtub in his home on Burnet Ave. and delivering it to housewives on the north side of Syracuse. At the time he was an out of work auto mechanic with a wife and six kids to feed, and he was determined to provide for them. Tough times demanded hard work and he was the quintessential entrepreneur.

My father, Bob Tarson, grew up with this work ethic, and joined his father in the business when he was very young.



In his early twenties, my father added paper products to the growing list of laundry items, and the business, known as "Tarson Supply", grew from there. My mother, Joan, joined the business

when she married my father in 1954, and her ideas and skills propelled the small company even further. She added swimming pool chemicals to our product line, and set up our first tiny store in the late 1960's, right next to where my father grew up.

Our business grew rapidly after that, and now many people recognize the name "Tarson Pool & Spas". We have six pool stores in central New York, along with "Tarson Paper & Janitorial Supply", the business that started it all. During the current economic climate I think about how my

*her ideas and skills
propelled the small
company even
further.*

grandfather persevered and turned hard times to his advantage. I know my family must now do the same to compete in a world that is so different from where he began. It is our strength as a family that has seen us through to the fourth generation and keeps us evolving and changing with the times. I don't think he could have predicted it, but I know my grandfather would be proud.

Family Business Focus Group



The Palace Theatre & Café, a third generation family business was the setting for the family business center's first focus group. The charming atmosphere and the variety of family businesses in attendance led to great conversation and input. The interesting formal and informal discussions really told the story of the special dynamics that make up a family business. We performed a brief analysis on finding the dynamic issues that are faced day to day in family businesses. Emotional and communication struggles between generations were the top concerns of several attendees. Thank you to all that attended and shared with us. With this information in mind we will be holding our first all day event in October on the top three topics from the evening. Please visit NYFamilyBusinessCenter.com for further information on this upcoming event.



Are Family Businesses Better Poised to Survive the Current Economic Crisis? Some Hopeful Signs from the Auto Industry



By Stephanie Brun de Pontet

The current economic crisis has impacted most businesses. The automotive sector has been particularly hard hit with a perfect storm of problems both old and new, which could bring down industry giants as well as countless smaller businesses that supply these companies. The stresses that North American auto manufacturers are experiencing due to the current credit crunch are coming on the heels of major sales declines in light trucks and SUVs due to a spike in fuel costs, along with a manufacturing cost structure that has long put pressure on the U.S. "Big Three." The decline in auto sales also extends well beyond the U.S. market—

Dr. Stephanie Brun de Pontet is our guest speaker on October 15th. Please visit NYFamilyBusinessCenter.com for more details and to register for this exclusive family business event.

companies around the globe are being impacted. While all this is largely discouraging, it may be of interest to note that among the larger players in the automotive industry, those that retain a meaningful affiliation with their founding families may be better positioned to weather this storm.

The best-known example of this is the Ford Motor Company, a publicly traded firm still largely controlled by the founding family's descendants through super-voting shares. Though the family owns less than 3% of the outstanding stock, they control 40% of the voting rights—giving them tremendous authority on key decisions. Many institutional holders of Ford shares have taken issue with this arrangement—yet to date the family has held firm. In addition, many employees still value and respect the family legacy, providing the business with a powerful ally, which may be particularly critical to the company's long-term survival in these turbulent times. In fact, during a recent visit by Bill Ford Jr. to a plant in Michigan, UAW Vice President Bob King was quoted as telling his people: "I hope everybody to the core of their being really appreciates Bill Ford and the Ford family, because as many other manufacturers were running away from existing facilities—running away from legacy employees, running away from urban areas, going to the South, and in many cases going overseas—Bill Ford and the Ford leadership team under his leadership decided to keep jobs in Dearborn, Mich."

Despite this powerful endorsement, Ford remains plagued by many of the same issues as its two domestic rivals. However, it is widely acknowledged that of the three, Ford is in the "best" financial health. In fact, though it supported the government's financial bailout, it has still elected not to take any federal money. Allan Mullaly, the current chairman, expressed confidence that the company had the financial stability to avoid bankruptcy certainly through 2010. That is not a glowing assessment, but it is certainly more than can be claimed by either Chrysler or GM.

In fact, Chrysler may soon cede 35% of its ownership to enter into a strategic alliance with a foreign auto manufacturer with important family ties in a position of relative health in this crisis. While American car companies have been fighting for survival for the past several years, Fiat Group automobiles turned a profit in 2007 for the first time since 2000, putting Fiat in a stronger position at the outset of the current downturn. Much of the credit for the turnaround of this family-owned Italian icon, producer of Fiat, Lancia, and Alfa Romeo automobiles, has gone to nonfamily CEO Sergio Marchionne and a strong team of nonfamily executives.

Reprinted from the Family Business Advisor
A publication of the Family Business Consulting Group, Inc.

For the rest of this article please visit
NYFamilyBusinessCenter.com

NY Family Business Center Proudly Sponsored by



Become a Member of the New York Family Business Center

HOW TO JOIN

Call 470-1889 Donna Herlihy

Download an application at NYFamilyBusinessCenter.com

WHY TO JOIN

Membership Benefits

- Discounted admittance into NY Family Business Center events
- Consulting access to our family business professionals
- Networking with other family businesses
- Opportunity to participate in round table discussions with family business professionals facilitating
- Borrow books and newsletters from the resource library at no charge
- Discounts on family business related newsletters and magazines
- Continue to receive the Relatively Speaking newsletter
- Opportunity to be spotlighted in NYFBC newsletter and on website

Special Membership Offer Join Now

Founding Member

Become a member in the NYFBC in June and July at a discounted rate and be listed as a founding member of NYFBC. **Please call 470-1889 or visit our website NYFamilyBusinessCenter.com to download an application.**

Membership Eligibility

Family Business Membership:

Limited to businesses where family has the controlling interest and two or more family members are involved in the business.

Emerging Family Business Membership:

Businesses in the first generation with plans or intentions of bringing in the second generation.

New York Family Business Center

A family business center you can relate to.

Mission

Providing education, consulting, training, interaction and resources required to ensure New York State family owned businesses efficiently and effectively evolve through the various stages of business development.

Board of Directors

Paul Muoio, President
Benefit Specialists of NY

Thomas P. Donahue, Certified Family Business Specialist, Donahue Financial Management Group

Robert Cherry, CPA
Dermody Burke & Brown

Carol Hill, Director of Workforce Solutions
Greater Syracuse Chamber of Commerce

Peggy Adams, Executive Director
Greater Syracuse Business Development Corp.

Robert Banuski, SPHR
HR One People to Payroll

Matthew Clark, Director of Corporate, Foundation & Government Relations, Cazenovia College

Philip Frankel
Bond Schoeneck & King, PLLC

Jason Feulner, Director Madden Institute
LeMoyne College

Heather Hawkins
Green Hills Markets

Shauna Teelin
Hunt Real Estate, ERA

Mary Beth Primo, Director
OCIDA

Craig Watters, PhD, Assistant Professor of
Entrepreneurial Practice, Syracuse University

Michelle Wolfe, Vice President
Tarson Paper & Janitorial Supply Corp.

Director of Operations Donna Herlihy
Telephone: 315-470-1889
Fax: 315-471-8545
Email: dherlihy@NYFamilyBusinessCenter.com
Web NYFamilyBusinessCenter.com

Relatively Speaking is a publication of the New York Family Business Center.

Editor: Donna Herlihy

The information provided in Relatively Speaking is meant for general information purposes only. Always consult a professional for advice.

