

Program Agenda

9:00 am | Welcome and Introductions

9:30 am | How Storytelling Can Play a Powerful Role in Your Family Business

Facilitated by: Lois Lang, Evolve Partners

Family Presenters: Kevin Fat, Fat Family Restaurants, Dave Lucchetti, Pacific Coast Building Products, Inc. & Diane Fiddyment, President, Fiddyment Farms

Lois Lang of Evolve Partners will facilitate candid discussion among family businesses who are at varying stages of leveraging their family legacy. Discussion topics will include how stories can strengthen culture and prepare the next generation, as well as how storytelling can help attract new customers, reinforce current customer relationships, and attract and retain employees.

10:30 am | Small Group Breakout Session: Sharing Our Stories

Facilitated by: FBC Technical Advisors

In this small group breakout session, participants will discuss a series of questions designed to help family businesses identify concrete ways that they use storytelling to strengthen family bonds and the family business, enhance the family brand, and build employee morale.

11:45 am | Storytelling & Your Family Business: How to Market Your Legacy

Facilitated by: Curt Rocca (DCA Partners)

Family Presenters: Les Lyman and Ernie Roncoroni from Grow West with special guests: Clutch + OTM

Les Lyman and Ernie Roncoroni from Grow West partnered with Clutch, a family branding/marketing consultant, to conduct a marketing survey regarding their family business. Grow West and Clutch will talk about the information that they gathered about family businesses through this survey and discuss how they have utilized this information in their marketing strategy.