



ISKA 2012 Winter Meeting  
Sarasota, Florida  
February 29<sup>th</sup> – March 2<sup>nd</sup>

**Wednesday 2/29** – ISKA Board Meeting –Time TBD

**Thursday 3/1** – “Best Practices for Family Firms in Today's Economic Environment” Mike Trueblood

**Friday 3/2** – POP systems for saw shops and Small business marketing and web design

**Mike Trueblood** - Has spent 12 yrs as the director of the Family Business Council (FBC), one of Mihaylo Colleges centers for excellence at Cal State Fullerton. With his retirement on the horizon he has compiled his top 12 tips that will be useful in helping lay the foundation for a successful family business.

**Jim Baad**- InTooligence Systems – POP systems for saw shops (pick up and delivery systems via tablet).

**Chase Rief** – Rief Media – Small Business Marketing and Website development.

**Seminar Cost: \$200 per Company**

Hotel: Hampton Inn \$ Suites Sarasota / Bradenton – Airport  
\$129.00 per night

975 University Parkway, Sarasota, FL 34243

Ph: 941-355-8140 Fx: 941-359-2939

[http://www.sarasotabradentonairportsuites.hamptoninn.com/saw\\_knife](http://www.sarasotabradentonairportsuites.hamptoninn.com/saw_knife)



# ISKA Reservation Form

2012 Winter Meeting  
Feb. 29<sup>th</sup> thru March 2nd

## **Best Practices for Family Firms in Today's Environment and Tech Seminar**

Held at:

**Hampton Inn & Suites Sarasota/ Bradenton Airport**

975 University Parkway, Sarasota, FL 34243

PH: 941-355-8140 FX: 941-359-2939

\$129 per night

*\*\*please make your own hotel reservations and tell them you're  
with ISKA*

Please Fill Out and send your check to:

Steve Bergerson  
13065 SE 134<sup>th</sup> Ave  
Happy Valley, OR 97086

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Number of Attendees: \_\_\_\_\_

Names: \_\_\_\_\_

\_\_\_\_\_

Cost of Seminar \$200.00 per Company



## Mike Trueblood 12 Tips from 12 Years

1. Define the vision of the business. What do you see in the future for your business and your family.
2. Determine the shared values of your family. What is most important to everyone in the family?
3. What are the traditions of the family firm. Keep what makes your family special alive through your business practices to continue the legacy.
4. Develop a set of HR specific policies that apply to family, as well as non-family, employees. Prepare your self with plans and protocol for these situations.
5. Mentor the next generation of family members for leadership. You have accumulated a wealth of knowledge about your industry, your company, and your family-who better to benefit from your experience than your own family?
6. Confer with an Advisory Board of trusted advisors. There are so many resources available -resources specific to running and sustaining a family business-and advisors specialize in making those resources available to you.
7. To supplement the Advisory Board, consider a legally constituted Board with outside members as well as family. These expert opinions invariably prove to be invaluable.
8. Learn to market your business as a "brand" to define yourself within the industry and within the competitive consumer market.
9. To ease succession, keep communication open and continuing between generations. Be open to what the next generations have to say because they may bring fresh perspectives and innovative ideas to the business.
10. Schedule family meetings, at least once a year, to get out of the office and discuss family business matters in a more relaxing environment.
11. An Idea gleaned from David Bork's studies: Be open to new ideas. Business is always changing and transforming, don't get stuck in a rut.
12. Nurture trusted relationships among family members based on support for one another, love and respect- equally simple as important.



## Points of Interest Sarasota

- Siesta Key Beach - is central Sarasota's gateway to the sparkling waters of the gulf of Mexico, an island that combines luxurious amenities with a relaxed vibe.
- St. Armands Circle- is centrally located on the island of Lido Key -Superb exclusive shops, galleries, exotic boutiques, sophisticated restaurants and night life. Make sure to see the Circus Ring of Fame, a "sidewalk of circus stars".
- Ringling Museum of Art- built by John Ringling to house his personal collection of masterpieces, today features painting and sculptures by the great Old Masters including Rubens, van Dyck, Velazquez, Titan and many more. The European, American and Asian masterworks available here make the Museum of Art an awe-inspiring retreat.
- Myakka River State Park is one of Florida's oldest and largest state parks. The "Florida Wild and Scenic Myakka River" flows through 57 square miles of wetland, prairies and woodlands. Myakka is popular for hiking, fishing, camping and wildlife observation.
- Mote Aquarium- 1600 Ken Thompson Pky 941-388-4441 - Explore the secrets of the sea through touch pools, viewable working labs and high tech interactive exhibits that showcase the world-renowned research of Mote Laboratory and see sharks, dolphins, manatees, sea turtles, and much more. Open 10am to 5pm 7 days a week.