

CBU FAMILY BUSINESS CENTER NEWSLETTER



December 2023

November Meeting Recap “How to Start a Family Business Advisory Board”

On November 2nd the CBU Family Business Center held their 6th event of the year. The topic was the importance of a family business advisory board and how to start one. CBU Family Business Center Director Keanon Alderson led a hands-on workshop on "How to Start a Family Business Advisory Board".

Dr. Alderson facilitated a panel discussion with Keith Cerwinsky of American Business Bank in Corona and Matt Wilson of Wilson Ivanova CPAs in San Bernardino who sit on several family business advisory boards. They discussed from their experience what makes a successful and functions advisory board. They agreed the difference between an effective board and a non-effective board was communication and honesty. The board members need to have the freedom to speak the "harsh" truth when it's needed. A board full of "yes" men is not effective.



Family Business Highlight

The highlight of the meeting was an Interview with sisters Judy Lopez and Tracey Kimberlin of third-generation Microdyne Plastics, Inc. of Colton Ca. Judy Lopez discussed how she experienced two successions, one from her father to her, and again from her to her younger brother. The sisters discussed the company's history and how they work together and make decisions.



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Upcoming January 25th Family Business Center Meeting

The importance of Non-Family Management in a Family Business:

Earnie Silvers, Professor and Director of Graduate Programs at Cal State San Bernardino will be speaking on the importance of non-family managers at family firms. Non-family management is vital if a family business is to grow and scale up beyond what the family can do alone. Often, family firms do not promote non-family members into top level management positions, research shows non-family management is a key to business success and effectiveness. Success tips for working with non-family management will be presented.

Riverside County Employee Training Grant Opportunity

Jason Tang from Riverside County Workforce Development will discuss a grant funding opportunity for Riverside County employers to offset the cost of training existing employees.

Highlighted Family Business Interview: ECOLA Pest Control and Sue Fries.

The highlight of every Family Business Center meeting is an interview with a family business. On Thursday January 25th Sue Fries owner of ECOLA Pest Control and her son will discuss their family business. ECOLA uses alternative (green) treatments for pest control.



Sue has been in pest control for over 38 years. Winner of the Los Angeles Daily News best termite and pest control company for nine consecutive years (2014-2022), recognized as one of the Top 100 Pest Control Companies in North America by PCT Pest Control Technology, recipient of the 2012 and 2018 Angie's List Super Service Award, Best Green Exterminator from 2007-2018 by LA Magazine;

2010 Woman In Business award by Business Journal, and Business owner of the Year by the United Chamber of Commerce; and being featured on the History Channel's Modern Marvels, KTLA News Channel and KCAL9. Sue has been hosting a syndicated radio show since 2010 on the Salem radio network dedicated to inspiring and encouraging people.



Scan the QR code or visit <https://purplepass.com/FBCjan2024> to RSVP for our next meeting on January 25th.

For more information, please get in touch with Dr. Keanon Alderson at (909) 963-6291.

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