

## About Our Sponsors

### Colton Groome & Company

Since 1950 Colton Groome & Company has provided clear strategies in a complex financial world. Colton Groome is a financial strategies and benefit planning company that assists business owners in establishing carefully constructed financial security and succession plans. Offices are located at 34 Orange St., Asheville. (828/252-1816, fax 828/254-5895) [www.coltongroome.com](http://www.coltongroome.com)

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Dixon Hughes is the largest public accounting firm in the Southeast. Its capabilities include accounting and auditing, tax planning and preparation, estate planning, litigation support, health-care consulting, financial services and general management consultation. Offices are located at 500 Ridgefield Court, Asheville. (828/254-2254, fax 828/254-6859) [www.dixon-hughes.com](http://www.dixon-hughes.com)

### First Citizens Bank

Established in 1898, First Citizens is the largest family-controlled bank in the United States. First Citizens' product array includes a full line of financial services such as personal and relationship banking, private client banking, investor and trust services and insurance services. Its main office in Asheville is located at 108 Patton Ave. (828/257-5744, fax 828/684-4329) [www.firstcitizens.com](http://www.firstcitizens.com)

### McGuire Wood & Bisette PA

McGuire Wood & Bisette is the oldest law firm in Asheville with continuous practice dating to 1894. The firm is focused on the business, financial and litigation needs of its clients in Western North Carolina and across the United States. The firm is located at 48 Patton Ave., Asheville, in the Drhumor Building. (828/254-8800, fax 828/252-2438) [www.mwbavl.com](http://www.mwbavl.com)

## UNC Asheville Career Center Employer Services

We welcome the opportunity to assist you and are pleased to market your jobs and internships to our talented pool of applicants, seven days a week, 24 hours a day. Please note that all of our employer services are **FREE** with the exception of our annual Career and Graduate School Fair and Summer Jobs and Internship Fair. Please contact Eileen Buecher at 828-251-6515 or [career@unca.edu](mailto:career@unca.edu) for more information about our employer services.

**Online Job and Internship Posting Service** – We provide employers an online job posting service for full-time and part-time jobs, internships, and post-graduation fellowships and scholarships. Both current students and alumni can view these positions.

**Internship Program** – About 260 students intern for academic credit each year. Students may earn credit for two internships before they graduate; one through their academic department and one through the Career Center.

**Resume Referral Service** – Employers interested in collecting resumes for professional positions and internships can contact the Career Center.

**On-Campus Information Tables, Information Sessions and Interviews** are available to showcase your organization, interview candidates, and meet students.

**Career Panel Presentations** – This presentation introduces students the relationship between the liberal arts and career choices.

**Connecting with UNC Asheville Faculty** – We can help you connect with faculty in each academic department for job, internship and related career information.

**Career and Graduate School Fair (Fall Semester)** – The ninth annual Fair will be held on Tuesday October 23rd, 2007. All are welcome to attend. We also encourage employers interested in recruiting students for internships to attend this event. Registration for this event will begin in late July/early August.

**Summer Jobs and Internship Fair (Spring Semester)** – Employers offering part-time, seasonal jobs, and internships are invited to attend the Fair usually held in February. Registration will begin in late December/early January.

### E-Mail Alert!

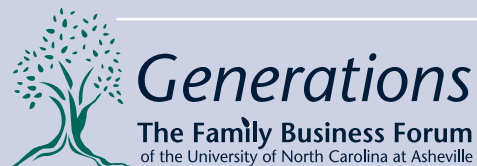
The Family Business Forum has begun to use e-mail as the official program registration. The forms are sent usually 3 weeks before the program is scheduled. If your e-mail changes or you have not received e-mail from us before, let Susan Maas know your correct address at UNC-Asheville (828-251-6527) or e-mail her at [smaas@unca.edu](mailto:smaas@unca.edu). By using this system, we can save on postage costs and be more efficient with RSVP responses. Of course, if you prefer regular mail, let us know and your registration will be delivered just as you like it!

### UNCA Family Business Forum

Owen Hall, CPO #1800  
One University Heights  
Asheville, NC 28804-8507

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# Generations

The Family Business Forum  
of the University of North Carolina at Asheville

Spring Flowers 2007  
Vol. 6, No. 3

## Coming Events

Thursday, April 26, 2007  
“Partners in Marriage and Work”  
6-9 p.m. (5:45 p.m. registration),  
Renaissance Hotel – Top Floor  
Speaker: Ron Reece, PhD



For better or worse, in sickness and in health, in plenty and in want, until you sell the business? *Ron Reece*

Marriage is a gift, work is a blessing, but what about the mixing of marriage and work? Is it a gift, blessing or curse?

Invite your spouse if you dare, to learn strategies on how to balance the mix of marriage and work. Even if the two of you do not share an office, you share a home and the tactics presented in this evening program will improve any situation.

Ron Reece, PhD of Greenville, SC will offer tools to help marriages in the pendulum swings of life. He has been a practicing psychologist since 1975, is a member of the American Psychological Association, the South Carolina Psychological Association, the American Society for Clinical Hypnosis, the Family Firm Institute and Toastmasters International. He is the president of Reece and Associates, PA in Greenville, SC.



Panelists share a laugh during the February meeting at the Reuter Center. L to R: Ken Kaplan, Gary Mathes, Bill Smith, Gerry LeVan, Todd Morse, Colin Larsen, and Neil Farnam.

Friday, May 18, 2007  
“Perfecting Customer Service”  
12 Noon – 2 p.m., River Bend Sports Resort,  
Fingerville, SC  
Speaker: Phil Steffin, Atlanta, Georgia

Travel a short 50 minutes to the business of fellow member, Ralph Brendle. The River Bend Sports Resort will be the site of our May meeting. Lunch begins at 12:30. The presentation will focus on improving customer service. Our customers may include employees, vendors, or even a board of directors. Afterwards, we will have the opportunity to shoot skeet. This will be a fun time to relax, get out of your normal Friday routine and start the weekend with a bang (pun intended). This would be an excellent opportunity to invite key employees, customers or family.

## From The Director

The last two programs of this season are humdingers! On Thursday, April 26 the program on balancing work and marriage is dedicated to those who are committed to having a happy union. The thought behind this evening is to bring your beloved, whether you work in the family business or not. The truth of the matter is you do work together every day as partners, parents, homeowners, caregivers, and countless other roles.

On Friday, May 18 the program is geared toward customer service. This program is designed for key employees working directly with customers, employees and vendors. All these people make up the circle of business and contribute to its success. You may bring up to four people to this meeting and the shooting activity afterwards will definitely result in increased cooperation among co-workers.

Scheduling programs this year has been a bit of challenge which is to be expected given the variety of our membership. What seems to work best is to offer programs on different days of the week at different times of the day. The Advisory Board is interested in your preference for scheduling and program topics. We welcome your comments to keep our *Forum* fresh and interesting for optimum member satisfaction.

Look for a visit from me this spring and summer to evaluate your membership and gather input to the continued success of the *Family Business Forum*.

Cindy Clarke  
Executive Director

## Review of Dynasties Fortunes and Misfortunes of the World's Great Family Businesses

By David S. Landes

Over 90% of businesses in the US are family-owned. One third of Fortune 500 companies are family-owned. Our *Family Business Forum* does not have any of those firms as members, yet.

Landes writes about well known families that have ruled the global economy. Ever wonder what the Rothschild, Morgan, Ford, Guggenheim and Rockefeller families discuss over Thanksgiving dinner? This book allows the reader inside the history of various families and describes the characteristics that make a success or failure in their enterprise.

The history of the Ford family is unfolding still and makes for an interesting story. Henry Ford's business was a success from the start. He made the automobile, once

a luxury item, available to the common man. Ironically, years later Ford hobnobbed with the rich and powerful. During the depression Ford was forced to lay off many of his workers. He had paid his employees well but had little understanding of the men who labored in his plants and less for their troubles. He thought the depression was good for them, good for the United States, and good for the soul.

Landes ties these chapters together that makes a point for family businesses today. There is no substitute for family loyalty but loyalty does not contribute positively to the bottom line. This book helps to understand the dynasties that shaped our present economy.



## Advisory Board

The current board members are:

### Mary Alice Arthur

Insurance Service of Asheville

### Jami Daniels

Daniels Graphics

### Harry Jackson

Advanced Business Equipment

### David Modaff

Friday Services, Inc.

### Dean Frellick

Cornerstone Builders

### Richard Kort

McGuire Wood and Bisette PA

### John Locke

Dixon Hughes CPA

### Cindy Clarke

Family Business Forum



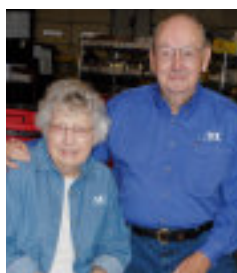
Generations, the newsletter of the Family Business Forum of the University of North Carolina at Asheville, is published four times a year by the UNC Asheville Family Business Forum, CPO #1800, One University Heights, 320A Owen Hall, Asheville, NC 28804-8507, telephone 828/251-6797 voice box 8003, e-mail cclarke@unca.edu. Cindy Clarke, Executive Director. Nonprofit postage paid at Asheville, NC. Printed by Daniels Graphics, 131 Sweeten Creek Road, Asheville, NC.

Visit our Web site at [www.unca.edu/fbf/](http://www.unca.edu/fbf/)

## MEMBER NEWS . . .

Please join me in welcoming two new members to the Forum, Asheville Hose and Cornerstone Renovators and Builders.

Asheville Hose and Equipment is located at 192 Swannanoa River Road in Asheville. Mr. Bill Melton began the business in 1981 and since then has been the leading supplier of hydraulic hose products in WNC. They represent many lines of products but are most proud of their customer service. His daughter, Mary Melton Hale, is the president of the company and Brian Crisp (an employee of more than 20 years) serves as vice-president. Their second location is in Johnson City, TN. For more information you can go see them or email [info@ashevillehose.com](mailto:info@ashevillehose.com). *Pictured are Bill and Polly Melton.*



*Pictured are Bill and Polly Melton.*

Cornerstone Renovators and Builders is the result of sibling shared values and work ethic. The Frellick family moved to Asheville from Chicago in 1998 with 3 brothers, 2 wives, three children, and a set of parents. Steve, oldest brother, founded and incorporated the business of building high end custom homes. Brothers Brian and Dean joined him. They work together assuming different roles on different projects. For more information, contact Cornerstone at 828-628-0669 or [buildcornerstone@earthlink.net](mailto:buildcornerstone@earthlink.net). *Pictured are brothers, L to R, Dean, Steve and Brian.*

*Pictured are brothers, L to R, Dean, Steve and Brian.*



*Chase Pickering is seen here with a great horned owl before being released back into the wild after being treated for an injury. He is the son of Dini and Chuck Pickering of the Biltmore Estate. Chase is participating in the Roots and*

Shoots program which is part of the Jane Goodall Institute. Their mission is to foster respect and understanding to make the world a better place for people, animals, and the environment. You can find out more at [rootsandshoots.org](http://rootsandshoots.org).

GCW Enterprises, DBA Little Beaver Childcare Centers is in the process of selling four of its five locations. *Glenda is seen here probably negotiating the final details during the break of our meeting.* More details to follow.



"After 19 years in the executive search business I have found that the primary reason people leave their company is not money but because the employee feels that he or she is not being recognized for the work they are performing at their current company. Praising employees should be a part of the culture of a company; unfortunately it is often overlooked. "A little goes a long way." Employees just want to know that their superiors believe they are working hard and doing a good job." Paul Samuels



*Samuels pictured here with Raymond McClinton after our March meeting.* If you would like to talk more with Paul about international business practices you can contact him at [psamuels@kimmel.com](mailto:psamuels@kimmel.com).



Cindy Clarke and sister, Becky Lasher talk to Lindsay Buckingham about the benefits of the *Family Business Forum* in hopes Fleetwood Mac will join.

## Family Business Profile

# Morosani and Associates

by Cindy Clarke



Who would have known George Morosani was raised on a dairy farm in Connecticut? It seems as though he is a son of Asheville. He moved here in 1968 and started a warehousing business in 1969. Now, Morosani and Associates manages about 1,300,000 square feet and brokers numerous other commercial properties each year. In fact, at our February Forum meeting, Neil Farnam of Custom Products told us he leased property from George when he first began his company years ago.

When I met George at his office I understood why he is at ease here. His staff is friendly and looks to him for advice about the next business move. Not only has George created a successful business, he is cultivating another generation of success with his young staff and two daughters. He was willing to talk with me about his journey from the farm.

**Besides working on the farm, tell me about one of your first jobs in Connecticut.**

"I sold brushes of every kind door to door. Toilet brushes, hair brushes, nail brushes and cleaning supplies. It was a great job to learn sales – I still use many of the principles today."

**Please give me an example of what you learned?**

"Persistency and the law of averages. You knock on 10 doors, get in 3 houses, and sell two. If you don't keep knocking, you will never get a sale. I use that same motto today."

**What was your first car?**

"A 1960 VW red Beetle at Rollins College. Then at Boeing I had a red convertible GTO. BC."

**What does BC mean?**

Before children. That changes everything.

**Can you describe a time when an idea failed?**

"Well sure, there has been land that I could not do what I had planned to do so I sold it. But I see each failure as a step closer to a sale or a success."

**Tell me about the storage business.**

"My favorite part of business is developing something from nothing - - buy land, construct the building, lease it, and manage it. In the mid 1970's I built a storage center on two acres of land on Sweeten Creek Road, called 'A Mini Storage.' It was the first in the area. As more people moved here they were used to this service. It began to grow with more people moving here, downsizing, and pharmaceutical storage. Hey, you were a rep, where did you store your pharmaceutical supplies?"

**Uh, at another place. I . . . I lived on the north end of town. Now, back to you.**

**What business practices have brought you the most success?**

"Intuitiveness. It is the mentality of just knowing what feels right. You can't teach that, you just have to have a feel for things. That is what I am, an entrepreneur. That is what the Family Business Forum is, we are all entrepre-

neurs or the children of entrepreneurs. In real estate you create its value by being able to market it. It is also sensing what the community's needs might be, believing in that idea enough that you will put money in to it, and then have fun seeing the success of it."

**Where did you last vacation?**

"In October, my wife and I went with a few other couples to the Bordeaux region of France. We got on a barge in Dijon, like the mustard, and sailed the canal. At three miles per hour, it was a great way to see the countryside for a week. We like to travel. It's what I do to relax."

**What is like working with your two daughters?**

"I love working with my daughters. They were both in the business but are doing other things now. They are involved with business they really enjoy that I could not offer them.

**What changes have you seen in Asheville in the last 30 years?**

At a restaurant 30 years ago, ten people would be around the table and I would be the only one from out of town. Now, ten people around the table and only my wife is from here. We are blessed with people moving here making Asheville so diverse. Oh yeah, 30 years ago I used to listen to motivational tapes while in the car, now I talk on the phone all the time!"

*George Morosani is an activist for the Asheville community. He has had long term relationships with the Asheville Jaycees, Junior Achievement, Better Business Bureau, the Civitan Club, Land-of-the-Sky Regional Council Board of Directors and a member of the Family Business Forum. Asheville has indeed benefited from the Connecticut farm boy. As if he has not done enough here, I wonder when we will see plans for a brush and cleaning supply store.*

## Advisory Board Meeting

On Thursday, May 3rd the Advisory Board will meet at the Daniels Graphics Board Room at 12:30 pm. Their facility is located at 131 Sweeten Creek Road. We will meet to plan the program topics for next year. Please RSVP to Susan Maas at [smaas@unca.edu](mailto:smaas@unca.edu).

P.S. Lunch will be served.

*"The unhappiest man on earth, is the one who has nothing to do."*

**Henry Ford**