



FAMILY BUSINESS NEWSLETTER

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A publication of the Delaware Valley Family Business Center



It Must Be in the Genes . . .

The Rosenberger Family: Five Generations of Entrepreneurial Spirit



Henry Rosenberger
Rosenberger Companies

Thursday, March 15, 2001

7:45 to 11:15 am

Indian Valley Country Club, Telford, PA

Twenty, count'em, 20 members of the Rosenberger family—five generations—have played a role in this remarkable family entrepreneurial legacy. It certainly isn't typical. Consider that the single biggest hurdle most business families face is succession. How do you pass the skills, the spirit, and the assets to the next generation, siblings, and cousins? That's heady stuff that can and does scuttle most family enterprises. Research shows that most family businesses don't make it even to the second generation.

So, what's the magic in the Rosenberger story? Consider that this agribusiness was launched in the pre-technology era. There were precious few trucks, no computers, faxes, e-mail, or websites—just people committed to the hilt.

"In our family," says 54-year-old Henry Rosenberger, (11th in the line of 13 children of Raymond & Sallie Rosenberger) "the glue holding us together came from two sources, our faith and the attitude of family members. We were raised with an approach to life that sets you up to succeed. It's a way of looking at people and choosing to see the real, deep-down person. You add to that perspective a faith experience," says Henry, "that teaches a sense of service to humanity, honesty, and hard work, and you're equipped to do just about anything you want to do. In our case, there was a shared vision built around the milk business."

Learning to reach out for professional help in business management, "I believe, "makes the difference between getting by and true success."

Henry Rosenberger

"Our grandfather, William Frick Rosenberger, starting dodging 'cow chips' over 100 years ago. From very humble beginnings, Grandpop's farm evolved into Rosenberger's Dairies that later spawned Rosenberger Cold Storage and our latest venture, Rosenberger Companies, Ltd. Our family had and has a perspective based on our faith and an interpersonal dynamic. Perspective by itself, however, isn't enough to succeed. **Today, you're foolish,**" says Henry, "**if you don't learn to manage effectively, to harness technology wisely, and to remain committed to the people (family and employees alike) who make it all work and make it all worthwhile.**"

But, one of the fastest ways to fail is to assume that all the skill, talent, and knowledge you need can be found within yourself or your family. Learning to reach out for professional help in business management," I believe, "makes the difference between getting by and true success. The International Association of Refrigerated Warehouses, our trade association, is a case in point," Henry states. "Without them I could not have done what I've done. The benefits of participation in the Delaware Valley Family Business Center and its Family Business Forums are another example of an invaluable resource."

Henry joined the family enterprise in a formal way around 1970 just about the time his father was phasing out the frozen food locker business. Times had changed. But Henry saw a market for "cold cash" on a different scale. Again, the Rosenberger entrepreneurial spirit gave birth to a cold storage business that ranks among the best and biggest in the mid-Atlantic region.

Join fellow Family Business Forum members on **Thursday, March 15, 2001**, at the Indian Valley Country Club starting at 7:45 a.m. to hear Henry Rosenberger reflect on an extraordinary business career within an extraordinary business family. You will get a taste for his vision and how that vision has changed and matured over the past 40 years.

Now, at mid-life, Henry talks about what has been as well as what energizes him today as he gives shape to Rosenberger Companies, Ltd., a mini-conglomerate which includes refrigeration, ice, and agricultural divisions, that **reflects his roots, his principles, his values, and his sound business judgment.**

Among the lessons Henry shares is his sense of interdependency. "I'm not afraid to call on people for help," says Henry, "and I also enjoy helping others. No one can go it alone. No one should have to. Family, employees, and outside expertise offer so much if only we learn, early on, how to develop the relationships that enrich everyone touched by them."

Handbook Preview!

Policy Handbook for Business Families Family Learning Tools

As we launch our 2001 Forum Program, we focus on the core of what makes our families and businesses flourish – Growing People! Your **NEW Policy Handbook inserts** will help you answer the following questions:

- 1 HOW can we develop EACH family member and employee?
- 2 HOW can we find answers to many of the most complex issues facing our business family – **only a click away?**

*Henry D. Landes, President
Delaware Valley Family Business Center*



**NEW 2001
Membership Benefit**

**An Annual
Subscription to
Family Business!**



Scenes from our November 16, 2000, Family Business Forum

The Power of Goal Setting in the Business Family with Brian Middleton & Todd Hendricks of T. H. Properties

Over 100 Members of the Family Business Forum gathered for the November 16 Forum at the Doylestown Country Club. Both **Brian** and **Todd** shared from their hearts as well as their heads.



M & C Specialties, Southampton, was well represented—**Don Rauch, Michelle Higginson, Lisa Donnelly, Chris Rauch.**



Dave Thompson, Laminator's, Inc., Hatfield, poses a question.

Welcome to NEW Forum Members



Leo Holt, Holt Group, Inc., Gloucester City, NJ.



Jill & Dan Jones, Philadelphia Scientific, Inc., Montgomeryville.



Begovich Family, Electronic Systems Co., Inc., Allentown.



Linda Peak, G. A. Peak Excavating, Inc., Sellersville.

Comments following November's Forum . . .

"I have been to countless business presentations, but never to one like this. Brian was very thought provoking, soul searching, and he presented with emotion. I intend to take action."

Robert Schoen, Detweiler, Hershey & Associates, Souderton, PA

"It was refreshing to hear Todd Hendricks' straightforward truth-telling."

Janice Johnson Greeley, Lexco Engineering & Mfg Co., Souderton, PA

"Henry Landes' Power Point Presentation and the handouts for our Policy Handbook were very helpful in our present planning."

Louise Hoover, Hoover Steel, Schwenksville, PA



Four business students from **Delaware Valley College** joined us for the morning—**Kayte Denslow, Eric Goldstein, Jessica Schweighofer, Mike Stocker**—along with faculty member, **Dave Beck (left).**



Tom Bisko, President, Quakertown National Bank, and Brian Middleton.



Barbara Moll and Marcia Barrone, The Furniture Shop, Pennsburg.



Thanks to **Terry Derstine, Executive Collections, Souderton**, for treating each member to a box of chocolates.



Karen & Todd Hendricks, Henry Landes, Brian Middleton.

"In order to better focus my life, it is imperative to understand what is driving my bus."

Brian Middleton

Unable to Attend November's Forum?

___ Please send me the audio tapes (set of 2) of the last Forum, "The Power of Focus: Goal Setting in the Business Family" featuring Brian Middleton and Todd Hendricks, T. H. Properties, Franconia. (\$20)

Name _____

Address _____

Please add 6% sales tax and \$3 shipping to the total and make your check payable to Delaware Valley Family Business Center, 1011 Cathill Road, Sellersville, PA 18960, (215) 723-8413.

Family Business Magazine 2001 Conference Workshop Managing Transitions in the Family Enterprise

Designed Exclusively for Family Company Owners & Their Family Members

May 6-9, 2001

South Seas Resort, Captiva Island, Florida

Featuring Conference Leaders:

Ivan Lansberg, Ph.D. and Katherine Grady, Ph.D.

Attend This Program to:

- Jump-start the transitions facing your company
- Devise implementations that work for your family
- Learn from your own and other business families
- Enjoy a terrific getaway retreat

Please contact Patricia Nelson at 800-637-4464.

Quakertown National Bank & Business Families ... A mutually rewarding relationship

When one of our customers, **Laboratory Testing, Inc., (LTI)** of Hatfield, suggested we consider becoming a Forum Partner with the Delaware Valley Family Business Center last year, we embraced it. Like **Henry Rosenberger**, many of our board members AND customers are part of a business family. Some of our customers are already members of the Family Business Forum. We feel strongly that the educational programs and other resources offered by the Center benefit our customers. When our customers' businesses benefit from this relationship, so does QNB. Furthermore, if we, as bankers, gain a deeper understanding of the issues facing business families, then our customers benefit from our involvement. A mutually rewarding relationship...



Bob Wieand, VP Commercial Lending, **Bruce Kenworthy**, Souderton Branch Manager, **Henry Rosenberger**, QNB Board Member, **Tom and Joan McVaugh**, Laboratory Testing, Hatfield, at the Open House of Quakertown National Bank's new Souderton branch.

community needed a nationally chartered bank of its own. The result of that decision was the "birth" of The Quakertown National Bank on August 15, 1877.

So what does QNB's history have to do with the present? We think the history foretells something about the present and the future. In many ways, QNB's story is about consistency... consistency in leadership, consistency in the markets we serve, and the consistency of the officers and employees who serve the needs of our customers.

QNB's stability and longevity is due, in large part, to its attentive and enduring leadership. From 1877 to the present, only six presidents have

served the bank. **Thomas J. Bisko**, the current president, has served in that capacity since 1985.

Consistency in the markets we serve means that QNB's philosophy is to ensure

that our growth does not contradict our definition of community banking. We expand to markets we think we know, making sure that our customers, both present and future, have access to the leaders and decision makers of the bank. After 96 years focusing only upon the Quakertown area, QNB embarked on an "expansion" plan into neighboring areas... Dublin in 1981, Coopersburg and Penuburg in 1988, Perkasio in 1993, and this year, Souderton.

Consistency of the personnel who serve our customers means relationships... individuals who want to know you, your family, your business, and your needs. This desire to know you, coupled with our experienced team leads, we think, to mutually rewarding relationships.

Our partnership with the Forum also coincides with the January opening of our newest branch located on Route 113 in Souderton. We look forward to serving all of the

banking needs of our customers, both present and future, in the Souderton area.

We thank Henry Landes of the Delaware Valley Family Business Center, and the other Forum Partners, for the opportunity to join an organization with such a valuable mission. The management of The Quakertown National Bank believes that our success truly depends on the success of our customers. And the success of a family-owned business is enriched by the Delaware Valley Family Business Center. A mutually rewarding relationship...

For more information, call **Thomas J. Bisko**, President & CEO, at 215-538-5612 or **Bruce Kenworthy**, Souderton Branch & Market Manager, at 215-538-5767, or visit us at www.QNB.com.

**NEW 2001 Membership Benefit—
an annual subscription to
Family Business!**

Please join us in welcoming our newest Forum

Partner, **Family Business**, the magazine written exclusively for the owners and managers of family companies. This leading publication focuses on the tough issues facing business families: succession planning, business strategy, wealth preservation, estate and tax planning, and family dynamics.



Each 80-page quarterly issue features profiles of successful family companies, first-person articles by and interviews with experienced business owners, and real-life case studies, including some of our Members!

Congratulations to Dirk Jungel!

Dirk Jungel, Chairman & CEO of Pitcairn Trust Company, was recently honored as the recipient of the **Family Firm Institute's 2000 Barbara Hollander Award**, exemplifying Dirk's love of education and learning, life-long commitment to social causes, dedication to civic responsibility, belief in the human capacity to change for the better, and belief in giving to others generously.



How Can Family Business Forum Membership Help MY Business Family Thrive?

1 Quarterly Forum Meetings. Learn from successful business families and experienced family business advisors. **Member companies receive one FREE registration to EACH Forum (\$200 value).**

4 Get instant answers to almost 100 family business topics at www.familybusinessmagazine.com, home of an on-line library which houses hundreds of articles.



5 Estate Planning Fire Drill. A quick, concise process designed to identify and resolve problems associated with your untimely death, culminating in a valuable written report (\$500 value).



6 Introduction to the Family Meeting Process. An individual meeting with your family to introduce the family meeting process, how to use the **Policy Handbook** and other resources.

7 2001 Membership Directory which facilitates member-to-member learning.



Annual Membership Fee. Thanks to the generous support of our partners, the annual membership fee is \$500. Limited to family firms; subject to review by our Membership Committee. Membership is on an annual basis.

WHAT is the Family Business Forum?

An association of over 100 business families which meets quarterly for educational, informative, interactive programs to help **strengthen** families and **build** high-performing businesses.

Our FAMILY BUSINESS CENTER

Since 1989, our clearly defined process helps families beat the odds through **The Succession Zone**. Our team of experienced consultants, educators, and speakers helps business families:

TALK about the real issues,
WORK TOGETHER in teams, and
PLAN for the future.

To Register for Upcoming Forums



Please note that Forum registrations are limited to Member firms.

Business Name _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____ Website _____

March 15 The Rosenberger Family: Five Generations of Entrepreneurial Spirit

Name(s) _____
Total Registrations (less one FREE) _____ X \$50 = \$ _____

May 10 Let's Get Results, Not Excuses: Building Strong Operating Systems

Name(s) _____
Total Registrations (less one FREE) _____ X \$50 = \$ _____

Annual Membership Fee (Includes one FREE registration to EACH FORUM) \$ **500**

Draw check and mail to: Delaware Valley Family Business Center, 1011 Cathill Rd., Sellersville, PA 18960

Total \$ _____

Cancellations must be made 2 days prior to event. The registration fee cannot be refunded or waived when cancellations are made after that date or when the registrant does not attend.

The REAL Bottom Line: Growing People !



A tourist was admiring the beautiful farms of Lancaster County. Curious about the crops, when he happened upon an Amish farmer by the side of the road, he stopped and asked, "What are you growing here?" Pausing for a moment to take off his straw hat and wipe his brow, the farmer answered with a wry smile, "Well, what we're REALLY growing here is children."

Our clients share the Amish farmer's commitment to growing, nurturing, and developing children into productive, competent adults. Fortunately, most of our families are assisted in this awesome responsibility by relatives, neighbors and educational, church and community institutions. As a parent of two grown daughters, I fully appreciate that it takes a village to raise a child.

Perhaps like you, my development as a child was profoundly and positively impacted by my close contact and involvement in a thriving family business started in 1929 by Grammy and Grandpop, Susan and I. T. Landes. I have fond memories of "hanging around the shop" with my Grandpop, my Dad, my older brothers, and

employees . . . observing, learning, no doubt often getting in the way, and sometimes even contributing!

I believe our businesses can be powerful resources (part of the "village") in growing children! From the earliest days of cleaning bathrooms, mowing the company lawns, and sealing envelopes, the family AND the business provide an excellent **learning laboratory** for our children.

However, I also believe our families have a responsibility to "grow children" or more accurately, to "grow people" throughout the lifecycle, not just during the early years. Successful businesses also share this strong commitment to "growing people." In the introduction of his book, *Love & Profit: The Art of Caring Leadership*, James Autry asserts, "Work can provide the opportunity for spiritual and personal, as well as financial growth. If it doesn't, then we're wasting far too much of our lives on it." We recommend that business families adopt a **Family Learning Policy** which specifically addresses the family's commitment to personal and professional development throughout the lifecycle.

So **HOW do business-owning families grow people**—family and non-family members alike? We've developed a simple tool to help families "grow people"; we call it a **Personal and Professional Development Plan**. To be completed **annually**, this one-page worksheet asks **EACH** family member or employee to:

- 1 **Credit and acknowledge their accomplishments of the past year.** We believe the best professional and personal growth plans need to build on a solid foundation of past accomplishments.

- 2 **Commit to work goals** ("no kidding" outcomes/results) to be achieved in the coming year.
- 3 **Define and commit to specific professional development goals** (skills/experiences/knowledge) which will help meet current and future responsibilities (Steve Covey calls this "sharpening the saw").
- 4 **Define and commit to specific annual personal goals:** family, marriage, health, recreation.

Last but not least, the plan also includes space to define your personal mission/primary aim which

really undergirds all growth.

The **Personal and Professional Development Plan** (PPDP) is a powerful tool to be developed in concert with the direct supervisor of each employee. We believe family meetings provide the ideal place for family members to mutually share and support each other's PPDP. In our work with business families, we use the PPDP as the centerpiece for developing the business AND the people which helps both to thrive.

The Amish farmer had it right. The **REAL** bottom line for business families is "growing people."

2001 Program...Mark Your Calendars!

Thursday, March 15

7:45-11:15 am, Indian Valley CC, Telford
The Rosenberger Family: Five Generations of Entrepreneurial Spirit
 Henry Rosenberger
 The Rosenberger Companies



Thursday, May 10 - Joint TEC Event

7:45-11:15 am, Cedarbrook CC, Blue Bell
Let's Get Results, Not Excuses: Building Strong Operating Systems for Family Businesses
 Jim Bleech, Leadership Development Center, FL



Thursday, September 20

7:45-11:15 am, Indian Valley CC, Telford
Preparing Successors for Success
 Brian Middleton
 Brian Middleton & Associates, Chalfont



Thursday, November 15

7:45-11:15 am, Indian Valley CC, Telford
Honor Thy Father & Mother: Siblings in the Business Family
 Hank O'Donnell
 O'Doodle's, Chestnut Hill



Delaware Valley Family Business Forum Partners



Brian Middleton Associates is dedicated to providing the owners of family businesses with continuous estate and succession planning. Our targeted focus and combined experience in helping over 400 family businesses gives us a unique understanding of the financial and family dynamic issues of succession planning. For further information, contact **Brian Middleton** at (800) 338-5650.



Hamburg, Rubin, Mullin, Maxwell & Lupin is one of the premier Montgomery County law firms serving the community for more than 30 years. Our areas of specialty include Business Law, Corporate Law, Health Care Law, Taxation, Estate Planning, Estate Administration, Family Law, Real Estate Law, Commercial Litigation, Personal Injury, Environmental Law, Products Liability and Labor and Employer Law. For further information, contact **Jonathan Samel** at (215) 661-0400.



For the past fifty years, **Detweiler, Hershey & Associates, P.C., Certified Public Accountants**, has been an active and effective ingredient in the success and growth of many family businesses through personal service and timely advice. With offices located in Lancaster and Montgomery Counties of Pennsylvania, contact **Bruce Detweiler, Bob Schoen, or Jim Rittenhouse** at (215) 723-8901 for professional services which keep pace with the business environment.



Founded in 1896, **DVC** is a private, state-aided, coeducational, four-year college enrolling approximately 1,400 undergraduate students in the day program and over 700 in the Evening College. The **Sigety Family Business Program** at DVC provides professional assistance to growing, entrepreneurial, family businesses so they can realize success by being better prepared to meet the challenges of today's marketplace. Contact **Dave Beck** at (215) 489-2349.



Family Business Magazine is written exclusively for family company stakeholders. Subscribers have full access to the publication's online library, housing hundreds of articles at www.familybusinessmagazine.com. Contact **Patricia Nelson** at (800) 637-4464.



Pitcairn Trust Company is one of the leading private investment concerns in America, managing wealth on behalf of families, individuals and foundations. Owner-operated and client-focused, the company offers an integrated package of financial services, including investment management, financial and estate planning, trust and asset management, tax management and accounting. Pitcairn manages over \$2.5 billion for more than 350 clients. For further information, contact **Geraldine Broadbent** at (800) 211-1745.



Founded in 1877, **The Quakertown National Bank** is an independent community bank providing a full range of banking services to business organizations and families. With seven offices located in Bucks, Montgomery and Lehigh Counties, QNB strives to be the financial service provider of choice to our clients within the markets we serve. For further information, contact **Bob Wieand** at (215) 538-5600, ext. 5611, or visit our website at www.qnb.com.

The Family Business Forum is underwritten in part by the generous support of our partners.



Delaware Valley Family Business Center

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