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Helping
Family Businesses

SUCCEED

Generation to Generation

Become an FBA Member

FBA Partners:



Platinum Underwriter



Open to West Michigan Family-Owned Businesses

Mission: *To keep family businesses vibrant, strong and contributing to the community.*

Overview

The Family Business Alliance is a unique model of cross-sector cooperation that draws the best from research, expertise, practice and networking for the benefit of family-owned businesses located in Western Michigan.

A collaboration spearheaded by the Grand Rapids Area Chamber of Commerce and the Family Owned Business Institute of Seidman College of Business, Grand Valley State University, and supported primarily by family-owned businesses, FBA offers the annual Family Business Forum, workshops, executive-to-executive advisors, small-group intensives and networking opportunities free to its members. Non-members may participate in FBA's public events for a fee.

Why become a member?

Family firms comprise 80% to 90% of all business enterprises in North America, contribute 64% of the GDP, and employ 62% of the U.S. workforce.¹ Leaders in job creation, innovation, and in providing stable employment opportunities, family-owned businesses tend to think and act strategically over the long term, act in a responsible, ethical manner with customers, employees, and the community, and spearhead community philanthropic activities. They are specialists in building, maintaining, and managing a core culture of values.

Yet, two-thirds of all family-owned businesses will not survive into the second generation. Only 12% percent will still be viable into the third generation, and only 3% of all family businesses will be operating at the fourth-generation level and beyond.²

With two of every five U.S. business owners expected to retire within the next 10 years, FBA is working to assure that every family-owned business has the tools it needs to manage succession successfully.

Passionate about Family Businesses? Become an FBA Angel!

Joining at the "Angel" Member (\$5,000) level helps FBA keep the basic membership fee affordable for smaller family businesses, while maintaining top quality programming. Information about how to make a difference now and pledge support for 2010 and 2011 is on reverse, along with a list of membership benefits.

1. (J.H. Astrachan and M.C. Shanker, "Family Businesses' Contribution to the U.S. Economy: A Closer Look," *Family Business Review*, September 2003)
2. (Joseph Astrachan, Ph.D., editor, *Family Business Review*)

Family Business Alliance - Membership Agreement

We are pleased to offer **family-owned businesses** the following memberships, billed on a 12-month revolving cycle:

- **Angel** - \$5,000 per year – 12 months of benefits for 8 people
- **Champion** - \$2,500 per year – 12 months of benefits for 6 people
- **Sustaining** - \$1,000 per year – 12 months of benefits for 4 people
- **Basic Member** - \$500 per year – 12 months of benefits for 2 people

Benefits – all member businesses receive:

- ✓ **Free* admission to Alliance workshops**
Past workshops have focused on succession planning, strategic planning, developing your board as a strategic asset, family meetings, and family constitutions.
 - ✓ **Free* admission to the 2009 Family Business Forum, Wednesday, October 7**
Keynote speaker: *Dini Cecil Pickering*, great granddaughter of the founder of the Biltmore Estate, and part of the leadership team that turned this unique family business's staggering deficits to sustainable profits through entrepreneurial thinking.
Free* admission to members-only small-group intensives, including *Next Generation Peer Groups*
 - ✓ **Free* advise on family business issues by volunteers with proven family business expertise and experience through the Executive Partners Program**
 - ✓ **Discount on *Family Business Magazine***
 - ✓ **Easy access to family business information from leading resources across the country**
- * See membership level for number of people eligible to participate per business.

Be an Angel (or a Champion or a Sustainer)!

Angel, Champion and Sustaining Members help keep Alliance membership fees affordable for smaller family firms, while enabling us to continue delivering top quality programming. *Please choose a level.*

Levels: Angel - \$5,000 Champion - \$2,500 Sustaining - \$1,000 Basic - \$500

Yes sign me up for one, two or three years!

Years: 2009 2010 2011 *Please choose all that apply.*

I do not wish to become a member now, but will contribute \$ _____ to your efforts today.
Please complete the contact and billing information section, to the right, and send to FBA.

Contact and Billing Information:

Completed by: _____

Company: _____

Phone: _____

Fax: _____

E-mail: _____

Membership Level: _____

2009 Payment Information:

Amount: \$ _____

Check – please make payable to:

Greater Grand Rapids Chamber Foundation
(FBA's umbrella and an arm of GRACC)

Invoice me (PO# _____)

Credit Card

Card number: _____

Exp. Date: _____

Name on Card: _____

Signature: _____

Please fax this page to:

Accounting Department - 616.771.0318

Or mail to:

Family Business Alliance
Att: Accounting Department
111 Pearl St. NW
Grand Rapids, MI 49503

Questions? Need More Information?

Contact *Mary Novello*, FBA Director, at:
616.331.6827 or novellom@gvsu.edu