

**Chancellor's Circle Business Symposium
September 12, 2014**

Good morning and welcome to the Chancellor's Circle Business Symposium! It's a pleasure to welcome you to College of the Canyons, and I am thrilled that you have joined us for what promises to be an insightful and engaging morning.

Henry Ford said "Coming together is a beginning; keeping together is progress; working together is success."

At College of the Canyons we believe that working together to build successful partnerships is vital to the success of our community. One such partnership is our Chancellor's Circle, which is sponsoring the event today, and brings together businesses like yours, from throughout our community. Through the Chancellor's Circle we work to help businesses gain new perspectives, enhance understanding and create momentum to move forward. Our Business Symposiums present information on "best practices", help you to develop your networks, and provide a forum for the discussion of issues of common interest.

Many of you here today are partnering in some way with College of the Canyons and I thank you for that. Based on our topic today I would venture to guess that most of you here are small business owners. As you know, partnerships can certainly help small businesses by enabling you to share resources with others and direct your resources and capabilities to projects you consider most important.

College of the Canyons is where it is today because of the success of our partnerships. So what fuels the successful partnerships we initiate at College of the Canyons?

- First is **Collaboration**. Collaboration is the way we get to our goals, it's the "how" and the goals are the "what". It's is a paradigm shift from win-lose to win-win possibilities, building social capital and fostering ownership of collective problems while expanding the resources available. Collaboration takes multiple legitimate views, builds understanding and promotes proactive decisions.
- The next would be **Communication**. Effective communication facilitates teamwork. It helps to build focus, instill trust, and work creditability into the organization. When you clearly define your expectations and goals it enhances your ability to get the job done.

- Third, **Innovation** can fuel and ignite partnerships. Innovation, in a nut shell, is finding a better way of doing something. Innovative programs arise to meet the emerging needs of an organization or community. Innovation is a core factor and is essential for national economies to work together in a competitive world. Innovative partnerships develop new technology, nurture a generation of new ideas and consider feedback as an integral part of the process.

The building we are in today, the University Center, is a prime example of an ongoing innovative partnership. It was built through our partnerships with local businesses and community members. And through our affiliated partnering universities we are able to offer to the community upper-division and graduate level educational opportunities and coordination of academic support services. It is one of the first of its kind in the country, bringing educational programs not otherwise available locally to residents of the Santa Clarita Valley. It is a partnership of which we are extremely proud.

- **Entrepreneurial Spirit** also fuels effective partnerships.

Entrepreneurs think and behave in a way that provides them with the leverage to create, maintain and expand successful entities and partnerships. They have inner drive, self-motivation, vision and passion, discipline, optimism and courage. They are, by nature, innovative, creative and risk takers. Successful entrepreneurs have the courage to stay strong, withstand adversity and stay motivated when frustrated. They have self-confidence, an ability to learn from errors, a willingness to change when conditions change, and the ability to keep their emotions in check and stay calm when troubles arise.

Going back to the University Center Partnership... We hit so many obstacles along the way. Our partners remained strong and when some said “why” we said “why not”? We had the courage and willingness to stay strong, learn along the way and remain confident that we would make the dream a reality for our community.

- And last but certainly not least, successful partnerships need **Leadership**. Transformational leaders seize opportunities to act in meaningful ways. They have the ability to take a long-term view while balancing urgent short-term priorities. Transformational leaders demand a lot. They appeal to a high purpose of making a positive difference both socially and economically to communities.

A prime example of transformational leadership occurred just this week when Apple announced that they were unveiling a new product. On Monday night, a day before the announcement of the new product, consumers camped out overnight to be the first to buy this not yet described product. They knew by the reputation of Apple that it was something they had to be the first to own, whatever it was going to be. That's taking collaboration, communication, innovation, entrepreneurial spirit and transformational leadership to the highest level and reminds me of a quote from Walt Disney who said, "Do what you do so well that they will want to see it again and bring their friends".

At College of the Canyons we have found that working together with a shared vision can be mutually beneficial and have powerful outcomes. We have partnered with large corporations and small businesses. Both make great partners when all parties come to the table with a shared vision and the desire to collaborate, communicate, and innovate with shared entrepreneurial spirit and leadership.

These same concepts; collaboration, communication, innovation, entrepreneurial spirit and leadership, also provide the foundation for successful family owned businesses and we are pleased that you can be here with us to benefit from unique perspectives in this area.

Today's keynote speaker will be focusing on family owned businesses and discussing "Finding Success in Family Business Succession".

A family-owned business is defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Family-owned businesses may be the oldest form of business organization, and today they are recognized as important and distinct participants in the world economy.

Why exactly do family owned businesses work? They grow out of the work ethic and nature of the family institution itself. There is a unique sense of pride, passion and loyalty to each other for a positive end result.

According to Nancy Bowman-Upton in the Small Business

Administration publication “Transferring Management in the Family-

Owned Business”, about 90 percent of American businesses are family

owned or controlled. Ranging in size from two-person partnerships

to *Fortune 500* firms, these businesses generate about half of the

nation's Gross National Product.

In 2013, the Santa Clarita Valley Business Journal listed the top 20

family owned businesses in the Santa Clarita Valley – ranging from **AMS**

Fulfillment with five family members and 530 employees to **1st Image**

Photography with two family members and three employees.

College of the Canyon's Economic Development Division works with a large number of family owned businesses. Our Small Business Development Center (SBDC) estimates that 80 – 85% of their clients are family owned/controlled businesses. The SBDC provides one-on-one consulting covering the start-up, growth, exit strategy, and assistance in developing the infrastructure and processes to support succession planning. Owners and employees of family owned/controlled businesses also attend SBDC trainings on a regular basis. Additionally, the Employee Training Institute (ETI) and Center for Applied Competitive Technologies (CACT), work with approximately 25 family owned/controlled businesses, providing targeted training and assistance.

Family businesses have some advantages over other business entities in their focus on the long term, their commitment to quality (which is often associated with the family name), and their care and concern for employees. But family businesses also face a unique set of management challenges stemming from the overlap of family and business issues.

One of the greatest challenges of owning a family business is in the lack of succession planning. Unfortunately, less than one-third of family-owned businesses survive the transition from the first generation of ownership to the second, and only 13 percent of family businesses remain in the family over 60 years. Problems making the transition can occur because the business is no longer viable or because the owner or his or her children did not want it to occur, but usually results from a lack of planning. With infrastructure and processes in place to support succession planning, the survival rate for family owned businesses can be greatly enhanced. The focus of our session today will be on that very important planning process and I look forward to learning more from our featured speaker and expert in the field, Dr. Lee Hausner.

I am honored that you are here, and pleased that we have the opportunity to host this special event for our friends and supporters, and provide valuable, informative presentations for the benefit of the Santa Clarita business community. It is our partnerships with you that are at the core of our excellence in education. Thank you for your commitment to excellence, for embracing the opportunities to learn and grow together, and most of all, for your generous support of our students and our community.

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