

Berks



Family Business Alliance

“WHY” being part of the FBA is important...

Privately held businesses represent the vast majority of Berks County based companies. Many of these businesses are family-owned and operated. The Berks Family Business Alliance (FBA) was established to meet the specific needs of family-owned businesses - small and large, to help guide and connect them with the resources they need to prepare their business family for generations of success. The FBA provides resources/support in many ways.



# FALL & SUMMER FORUM & SYMPOSIUM

These events are held annually and are great opportunities to hear successful and inspiring guest speakers. All sessions are presented by skilled experts on topics specifically focused on the issues family business owners and managers face every day! Here’s what one person had to say about the 2018 Fall Forum. “I learned a lot about the generational differences and where they came from. This helped me a lot when dealing with other generations.”

## THE 2020 FALL FORUM

The 2020 Fall Forum was held virtually on November 19th featuring 6th generation business owners Justin Spannuth of Unique Snacks and Wendy Yuengling Baker of Yuengling hosting *Legacy, Staying Relevant & Success with Yuengling + Unique Snacks.*

SAVE THE DATE!  
2021 FALL FORUM  
NOVEMBER 17, 2021



## SUMMER SYMPOSIUM

SAVE THE DATE!  
JUNE 23, 2021

The topic, speakers and event details will be shared closer to the event date and in accordance with all gathering guidelines.

# UPCOMING WORKSHOPS

SAVE THE DATES!

hot topics which family-owned businesses are currently working through. Our workshops typically receive a 100% approval rating from their participants. The upcoming workshops will be:

## WORKSHOP I FEBRUARY 17, 2021

**Estate Planning Panel**  
Stevens & Lee/Griffin, RKL  
LLP, M&T Bank, Kozloff  
Stoudt Attorneys, and BB&T  
now Truist

## WORKSHOP II MARCH 23, 2021

**Honoring Legacy & Leading  
by Principles:** The Essig Family  
Business Story with Steve Essig, G3  
President of Essig Plumbing & Heating  
In partnership with Delaware Valley  
Family Business Center

# ALL IN THE FAMILY FORUMS



Hosted by a local family business, these 'gatherings' are held periodically at their business location. This is networking with a purpose! A great opportunity to meet other area family-owned businesses, cultivate resources you can use, and build relationships in the community. A spring/summer date and family business venue will be released in 2021. Stay tuned!

Want to host an  
All in the Family Gathering?  
**CONTACT US TODAY!**

# PEER DISCUSSION GROUPS

**PEER GROUPS MEET 8-10 TIMES PER YEAR**  
**ANNUAL PARTICIPATION FEE: \$400 PER PERSON**

Confidential, non-competitive, and professionally led peer discussion groups give you the opportunity to meet and solve challenges of running a family enterprise in very competitive, disruptive times. For five+ years Berks FBA has hosted these discussions, which are facilitated by professionals in the field. Participants' experience confirmed what research has shown or years: these peer groups provide family businesses with an edge.



Go back to school with



All Peer Group  
members receive a  
**TUITION  
DISCOUNT!**

“ I've found my FBA Peer group to be a positive experience that I look forward to each month. All in my group share similar experiences and goals (business and otherwise) and we can discuss any topic in an unbiased, confidential setting. ”

Mike Duddy,  
WORLD Electronics

## Thanks to our fantastic **SPONSORS**

we are able to offer these valuable resources at a modest cost.

For more information on GRCA's Berks Family Business Alliance visit [www.GreaterReading.org](http://www.GreaterReading.org) or call 610-898-7775

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