



**ABFI FAMILY LEADERSHIP SERIES**

**DEPLOYING YOUR UNIQUE STRENGTHS AS A FAMILY BUSINESS**

**Date: September 28, 2021 Time: 11:30AM-1:00PM MST Cost: FREE** Online Workshop

**FREE REGISTRATION**

As a family business, you have five distinct advantages. You could even call them your Super Powers!

Values | Patience | Governance | Entrepreneurship | Trust

Dann Van Der Vliet, Cornell University, Ed Hart, California State University Fullerton, and Shauna Feth, University of Alberta, will emphasize these advantages as they encourage Family Business members to leverage their “Super Powers” to meet today’s huge challenges. Family businesses have lots of experience drawing on their unique strengths, to pivot and find new areas of growth during previous crises. To name a few: Bush Beans during the Great Depression; the entire beer industry during Prohibition; and more recently, Purell Hand Sanitizer during the Anthrax scare of the early 2000’s.

This current pandemic, while sudden and far-reaching, will inevitably mean a different model of business for many families and industries. Not all will survive, but those that do will probably tap into strengths they didn’t know they had, finding pools of innovation and a newfound purpose moving forward.

Using small group discussion and current examples, with a sprinkle of family business trivia, Ed, Dann and Shauna will facilitate a conversation around identifying what is unique about your business and family, and how amplifying that strength might leverage opportunities heretofore overlooked.

**Presented by:**



**Daniel G. Van Der Vliet**  
Executive Director, Smith Family Business Initiative



**Ed Hart**  
Director, CSUF Center for Family Business



**Shauna Feth**  
Executive Director  
University of Alberta, School of Business  
Alberta Business Family Institute

**Ed Hart**  
**Director, CSUF Center for Family Business**

Ed Hart is an author, trainer, consultant, executive coach, and public speaker, focusing heavily in the areas of family business, leadership, succession planning, strategy, identifying and developing strengths, building trust, education, legacy, mentoring, improving corporate culture, and developing relationships. He has written several books and articles, and engages his audiences and readers through the use of personal stories from his experiences in professional sports, and over 30 years of business travel and consulting with family businesses around the globe.

Hart founded Hart Leadership Group, a firm focused on the professional and personal development and education of individuals, teams, companies, families, and organizations around the world. With clients and students from the four corners of the globe, Hart has worked with virtually every culture, and is able to blend humor and experience into his style of teaching and consulting, putting his students and clients at ease.

In 2011, Hart joined the CSUF Center for Family Business, which was founded in 1995. The Center offers education programs and coaching for leaders of family owned businesses throughout Southern California and, now, with the new era of virtual learning, his clients come from several states and countries around the world. He also launched the Family Business Hall of Fame in 2015, which honors elite family businesses in Southern California.

Prior to joining CSUF, Hart was the Director of Business Development at the USC Marshall School of Business from 2007 - 2011. He worked as a consultant to various major league sports teams and venues in the NFL, NBA, NHL, MLS, and MLB for eight years, before becoming the General Manager of a professional minor league baseball team in 2005. Hart studied Business Management and Leadership at USC and Pepperdine. He has written books on leadership, sports, communication, and personal development, and speaks to audiences around the globe. He is also fluent in Spanish. A Southern California native, Hart is the creator and host of the inspiring and motivational podcast, From The Hart. He and his wife Laurieann reside in Southern California, and are the proud grandparents of seven boys.

**Daniel G. Van Der Vliet**  
**Executive Director, Smith Family Business Initiative**

Daniel G. Van Der Vliet is the John and Dyan Smith Executive Director of the Smith Family Business Initiative (SFBI) at Cornell University. He is a 2010 graduate of the Master of Education Interdisciplinary Studies program at the University of Vermont (UVM) and a 2001 graduate of the University of Vermont with a B.S. in Natural Resources.

As the founding director of the SFBI, Dann has guided the launch and growth of one of the leading educational centers for family business. He designed and developed the Leaders in Family Enterprise course, and also teaches executives and next generation leaders through the SFBI's professional development programs.

As Director of The Family Business Initiative at UVM from 2003 through 2014, Dann worked with owners and their successors to find solutions that worked for both family and business. In January of 2013, he was part of the team that launched and funded first ever Global Family Enterprise Case Competition with 16 teams from nine countries.

Previously, as Director of the Vermont Business Center from 2004-2008, Dann led the launch and growth of the executive education curriculum and management development seminars at UVM in addition to establishing custom training opportunities offered by the UVM School of Business.

Dann is a member of the Collaboration for Family Flourishing, and serves on the Board of Directors for the Green Mountain Club, as well as an active member of the Burlington (VT) Sunrise Rotary Club.

**Shauna Feth**  
**Executive Director, University of Alberta, School of Business, Alberta Business Family Institute**

As Executive Director of the Alberta Business Family Institute at the University of Alberta School of Business, Shauna is a designated Family Enterprise Advisor™ who was born into a third generation business family and has been actively and effectively promoting, educating and supporting outreach programs for entrepreneurs and business families for over 12 years.

Prior to her current role, Shauna was the Project Manager for the Creating Pathways for Entrepreneurial Families Initiative. This partnership funded by the University of Alberta and Rural Alberta's Development fund was designed to increase the sustainability of rural family businesses and communities. Over the course of the project, Shauna and her team enjoyed tremendous success by supplying ABFI programs and services to more than 8,000 constituents across the province.

After gaining experience in the financial and accounting industries, Shauna successfully started several of her own ventures. In partnership with her husband Ken, they have built and sold two oilfield/pipeline consulting, maintenance and construction companies. The newest family enterprise is an apiary, where we are proud and passionate stewards of a large brood of honey bees.

Concurrently, Shauna was partner in a very active project and event management consulting company. Through consulting, Shauna was involved in some of the most successful events hosted in Alberta in the past decade, including Big Valley Jamboree, grand opening of the Alberta Hockey Hall of Fame, and the Viking Cup International Hockey Tournament.

A long time community volunteer for many events and organizations, currently Shauna is Past Chair of the Alberta Chambers of Commerce, Incoming Chair of the Camrose Chamber of Commerce, Director for the Canadian Chamber of Commerce, Advisory Board Member for the Centre for Entrepreneurship and Family Enterprise, Advisory Board Member, Adjudicator and Project Advisor for the Family Enterprise Xchange and Volunteer Screener for the TEC Edmonton Venture Prize Competition.