

*Planting
Roots.
Nurturing
Growth.*

FRESNO  **STATE**

Craig School of Business

Institute for Family Business



Welcome to the Institute for Family Business (IFB), which is proudly supported by and housed in the Craig School of Business at Fresno State. The Institute for Family Business, however, is not the Craig School of Business's Institute. It is your Institute and it belongs to the Valley.

Like you, Fresno State understands the value of family businesses learning and acting together to serve as a catalyst for economic development and vitality. Within these pages, you will read about the vision of the Institute and its plans to grow an endowment. You'll be introduced to one of the Institute's highly respected members, Wonder Valley Ranch Resort. The resort joined the IFB in 2002 and continues to be a loyal member to this day. You'll also meet Fred Ruiz, co-founder of Ruiz Foods and one of the leading architects of the Institute. His dedication to the IFB has resulted in a legacy gift and call for additional member support to build an endowment to ensure the strength of the IFB for generations to come.

Members are the lifeblood of the Institute for Family Business. With your help, the Institute can reach new heights and be a lasting resource. Over the years, the Institute for Family Business has hosted many events and relevant business-related discussions for its members at the Craig School of Business. Fresno State has supported the Institute since 1989, and stands committed with you in the future of the Institute. Together, we have planted the roots necessary to serve and now it is time to grow!

We look forward to hearing from you and seeing you at our next event.

With gratitude,

A handwritten signature in gold ink that reads "Robert Harper". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Bob Harper, Dean
Craig School of Business
California State University, Fresno**

Institute for Family Business \$1 Million Endowment

To ensure the future of the IFB, we seek to create a \$1 million endowment to support enrichment efforts and long term stability. This endowment will enhance the longevity of the IFB by funding support, expanding quality academic and industry research, training and online educational options. Investment areas include, but are not limited to:

- **Dedicated IFB Director**
- **Online Learning Hub for Family Business Topics**
- **National Family Business Conference Hosted at Fresno State**
- **Academic and Industry Research**
- **Next Generation Retreats, Networking and Professional Development**
- **Scholarships for Students Involved in Family Businesses**

Investment Opportunities

Contributions to the endowment may be made through a variety of means, including one-time donations of cash or stock, or multi-year pledges to IFB. Donors who contribute a minimum of \$50,000 over a five-year period will be considered Legacy Members with an opportunity to participate on an advisory board and not subject to future annual membership fees.

To honor our donors, we will have a commemorative family tree structure placed prominently at the Craig School of Business. Donors who contribute \$10,000 to \$50,000 to the endowment over a five-year period will be recognized on the leaves. The sizes of the leaves and their corresponding donation levels are listed below.



“Listening to other business at IFB meetings helped me realize that we are not the only family facing some family business challenges.”

STAN OKEN



Stan Oken purchased Wonder Valley Ranch Resort over 40 years ago and now his children and grandchildren help operate the business. Through the Institute and its resources, Stan and his family have been able to learn from other family businesses and create a successful enterprise.

Stan Oken's son, the current President Roy Oken said, "We joined the Institute for Family Business not knowing what to expect. I have learned something useful at every meeting I have attended. We were able to avoid making mistakes by listening to others who have gone through similar obstacles." Roy works with his sister Nancy Oken-Redfield, vice president, who has served as an advisory board member for the Institute for Family Business. Through their involvement with the Institute, not only has Wonder Valley Ranch been able to benefit, but also fellow IFB members have profited from the knowledge and experience this family and others have shared.

Stan Oken, IFB Member since 2002
2008 IFB California Family Business of the Year

The Institute for Family Business Mission...

is to study, share and support family-owned businesses, and to provide a forum for education, resources, and community networking. The Institute was founded in 1989. Its purpose is to ensure the family's business goals are met today and for coming generations, with the intent of improving and helping family businesses operate successfully.

Our reason for existence is the preservation of the family business heritage by providing an environment for exchanging ideas and research findings, offering academic courses, and sharing information about the business and personal issues that are unique to family businesses. We believe that the Institute for Family Business should be a center run by and for family business owners, creating a network for members to meet, share and resolve problems, as well as chart the future of Central Valley family firms.

The Institute for Family Business offers an opportunity where important family business issues can be openly addressed, encouraging the exchange of ideas and information among leading experts and family business owners. As a comprehensive resource center, we offer four annual seminars, which cover business issues such as strategic planning, succession, and conflict management. The Institute also has affinity meetings, a reference library, network and advisory sessions, and access to Craig School of Business resources.

We strongly believe that the promotion and development of the family business as a major economic sector deserves to become a focal point in California's economic development efforts, and more specifically, in Fresno and the central San Joaquin Valley.

Fred Ruiz, co-founder of Ruiz Foods, is also one of the co-founders of the Institute for Family Business. Fred Ruiz and his father Louis started Ruiz Foods in 1964, and have successfully passed the business on to the third and fourth generations of the Ruiz family.

As Fred Ruiz has conscientiously preserved his family business, the Institute for Family Business is designed to help do the same for other family businesses.

“The Ruiz family is very pleased to launch this endowment supporting the legacy founded by a board dedicated to family-owned businesses. We hope other family businesses will join us for the benefit of the Institute and family-owned businesses for generations to come.”

FRED RUIZ



***Study, share and support family-owned businesses,
to ensure their business goals are met today and for
coming generations, through research, networking
and educational opportunities.***

**Institute for Family Business
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California State University, Fresno**

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For more information, please visit
www.cvifb.org or call 559.278.5662.

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