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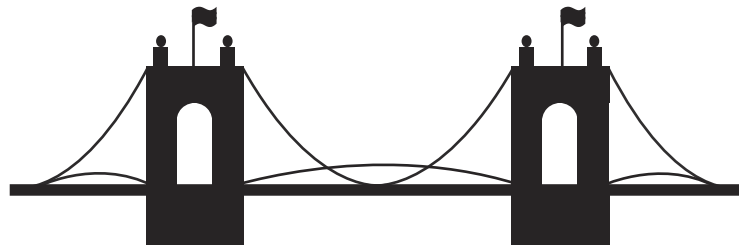
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Join us this Tuesday, September 13th
at the Hard Rock Casino Cincinnati to
celebrate our 23rd Annual Family and
Private Business Awards!

2022 Family & Private Business Awards

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Publisher’s Note:

This publication is an advertising supplement to the Business Courier in cooperation with the Goering Center, an affiliate of the University of Cincinnati’s Carl H. Lindner College of Business.

Established in 1989, the Goering Center is the country’s largest university-based educational resource for family and private businesses.

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Nanette Bentley, Contributing Writer

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Honoree photographs by: Ross Van Pelt

Goering Center for Family & Private Business

2022 Family & Private Business Awards

Culture is a Company's Strongest Tool



Carol Butler,
Goering Center President

In this era of the Great Resignation and the Great Reawakening, it's never been more important for companies to foster a compelling culture to attract and retain talent. There's a quote that says culture is to recruiting and retention what product is to marketing. Just as customers are attracted to a great product, it's abundantly clear that employees are choosing to join companies with a great culture. That's why we are celebrating the power of company culture at the Goering Center 2022 Family and Private Business Awards.

As I noted last quarter, an organization's culture is made up of its shared values, beliefs, goals, and practices. Culture not only sets the tone for everything the company does, but also affects how employees feel about the work they do, where they see the company going, and ultimately how long they stay.

Amid challenging job news globally, it's been heartening to read just how many Greater Cincinnati family and private businesses are getting company culture right in these interesting times.

Thanks to the innovative ways they have maintained and grown vital connections with their employees, the organizations we celebrate this year are not only surviving, but thriving:

- Batesville Products, Inc., where transparency and innovation are valued
- Baxter Burial Vault Service, where deep caring and charitable giving are paramount
- BRG Realty Group, where community with a foundation of caring is the basis for all things
- Crescent, where putting people first is paying future dividends
- Heaven Hill Brands, where resiliency is key
- Kingsgate Logistics, whose founding principles continue to move the business forward

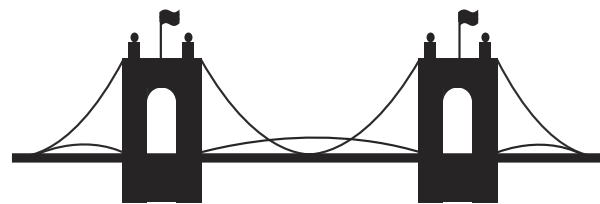
- New Republic Architecture, where building a business for people to thrive in is the rule
- New Riff Distilling, where treating people right is ingrained in the mission
- RiskSOURCE Clark-Theders, where caring is the most important element of culture
- trak group, which created a connected community to fuel massive growth

We can all take actionable lessons away from the achievements of our business honorees, as well as JANCOA, our Family Business Hall of Fame Inductee, retiring Goering Center visionary Dr. Sid Barton, our first ever Impact Award Winner, and our 2022 Rising Leader Finalists. John Goering would be proud of the accomplishments and contributions made by all those being honored to help "drive a vibrant economy." The work of John and the Goering Center carries forward.

As this 23rd annual award event comes on the heels of a time of massive change, I hope you'll enjoy the changes we've made to make our celebration more fun and engaging for all of you. We're starting earlier, with our award ceremony up first, so we have time to relax, celebrate, and have fun as a community immediately afterward. We have a great band lined up to entertain you. I hope you'll take the opportunity to stay and mingle with each other and with us. On behalf of everyone at the Goering Center, we look forward to seeing you on Tuesday, September 13th – visit goering.uc.edu/awards to reserve your table or buy your tickets.

One piece of housekeeping before I sign off: For those of you in family businesses who are or may be transitioning to a new generation of leadership, we will present an overview of our Next Generation Institute (NGI)* on September 21st ahead of the new session starting at the end of November. As many of our members will tell you, smart, thoughtful succession planning is as important as culture in setting your family-owned business up for success.

Until next time.



Family & Private Business Awards

GOERING CENTER | **2022**

Congratulations to our 2022 Family & Private Business Honorees

Batesville Products, Inc.

Len Weber,
President & COO

Baxter Burial Vault Service

Holly Baxter Bridgers, Darren D. Baxter, and Trevor D. Baxter,
Co-Owners

BRG Realty Group, LLC

Don Brunner,
CEO

Crescent

Chris Taylor,
CEO

Heaven Hill Brands

Allan Latts and
Kate Shapira Latts,
Co-Presidents

Kingsgate Logistics

Jeff Beckham,
CEO & Partner

New Republic Architecture

Graham Kalbli,
Principal

New Riff Distilling

Ken Lewis,
Founder & CEO

RiskSOURCE Clark-Theders

Jonathan Theders,
CEO

trak group

Michael McCullough,
CEO

2022 HALL OF FAME JANCOA

2022 RISING LEADER FINALISTS

JOHN GOERING IMPACT AWARD RECIPIENT

Dr. Sidney Barton
Professor-Educator
Goering Center

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Goering Center for Family & Private Business

2022 Family & Private Business Awards

A Letter from the Judges

Judging for the Goering Center Family and Private Business Awards is always a challenging and interesting experience. This year was no exception. We were charged with selecting the top ten honorees and twenty runners-up. With so many applications and interesting stories, we were left to make very difficult decisions.

In any kind of contest, the credibility of the Judging panel is always an issue. The Goering Center panel includes four professionals with many years of experience in starting businesses, funding businesses, managing businesses, customer and business-to-business interactions, and dealing with the financial aspects of businesses that our applicants are engaged in every day. We believe this experience gives us the proper perspective while reviewing the applications in light of the Center's stated criteria.

This year, the Center chose to look at company culture. Applicants were asked to give five or more words to describe their company culture and to discuss how the concept of the "Great Resignation" and/or "Great Reawakening" might apply to their particular businesses. Lastly, applicants were asked to provide insights as to how

company culture impacted employees, customers, and their communities.

The best applications were presented by those companies that personalized their responses and activities rather than providing a corporate perspective. There were many stories about unique ways in which company culture impacted employees, customers, and the community at large. As in past years, it is clear that the Tri-state area is home to many great family and private businesses.

Many thanks from the Judges to the Goering Center for a challenging and rewarding experience. While we could only pick ten companies to receive our award, we are reminded once again how many true winners there are in our Family and Private Business Community.

Best Wishes for many years of continued success.

- Mike Miller
- Barbara Fant
- Christopher Ramos
- Rex Wetherill

Thank You to Our 2022
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Michael Miller
LCNB Wealth



Barbara Fant
Clinical Research
Consultants, Inc.



Christopher Ramos
PNC Bank



Rex Wetherill
IoT Diagnostics



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2022 Family & Private Business Awards

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Goering Center for Family & Private Business

2022 Family & Private Business Awards

Dr. Sidney Barton, John Goering Impact Award Recipient

When he worked as an engineering firm’s marketing VP, Dr. Sid Barton’s diverse team was extremely close and successful. His boss was known for hiring horses – people who take something and run with it – and he asked Barton his secret.

“I said, ‘We have a lot of horses, but I am a jockey. I let these people run, but I’m here to help them.’” This perspective has helped drive Barton’s success over the years – both at the Goering Center and the University of Cincinnati’s Carl H. Lindner College of Business.

Barton’s been in a variety of roles at the Goering Center since its inception in 1989, and he is the deserved recipient of the Center’s first ever John Goering Impact Award.

When Barton changed careers, earning his Ph.D. in Business and joining the Carl H. Lindner College of Business as an assistant professor, John Goering had just endowed the college with \$400,000. That gift secured a matching grant from Lindner, leaving then Dean Leonard Arnoff to decide how to use the money.

“We did a study and found that there were tons of programs focused on entrepreneurship, but virtually none on family businesses,” says Barton. “Even though well over 80% of American businesses are family and private businesses, business schools didn’t pay attention to them. Here was an opportunity to make a unique contribution.”

The idea for the Goering Center was born, and Arnoff invited Barton to serve as its executive director.

Barton had a vision for the Center that the Dean and John Goering endorsed.



Dr. Sidney Barton, the John Goering Impact Award recipient

Reflecting the wish of Goering, it needed to be inclusive, so everyone could join.

“We came up with a program that was modest in price and invited everyone to come. There was a latent interest and demand for what we offered,” says Barton.

John and Sid knew they had tapped into this need when 300 family and private business owners showed up at one of their early introductory meetings.

Community-minded volunteers provided millions of dollars’ worth of time and expertise to the Center so that it could run its programs for an affordable fee.

Barton found that many organizations start-

ed by faculty at other universities were focused on the faculty member, making their sustainability beyond that individual suspect.

Instead, the Goering Center is community-driven, although academics are involved and connected with it. Barton and the Board transitioned the Center to a non-profit in 2001 and clarified that it wouldn’t provide consulting or allow its professional service members to actively pursue clients participating in Center programs, keeping it a safe haven.

“The Goering Center is a shared vision that’s come true,” says Barton.

The Goering Center has helped thousands of members navigate through their challenges,

FOUNDING PRINCIPLES

- Make programs and participation as accessible and affordable as possible to engage family and private businesses at every stage of their growth.
- Create a volunteer-driven culture to foster greater ownership of the mission.
- Provide practical, yet academically sound, education and resources that are uniquely tailored to the dynamics of family and private businesses.
- Create opportunities for community involvement so business members can forge closer ties to the local economy.

becoming America’s largest university-based educational resource for family and private businesses in the process.

“It’s important to me to leave a legacy. The fact that we institutionalized this organization means that it will go forward. I’d like to be known as the guy who, with John’s generous philanthropy, made it happen.” And that too is part of the shared vision – thank you Sid Barton!



People are at the heart of what we do.

At its heart, a business is about people. A group of people coming together to create something bigger than themselves. To create a solution or a product or an experience in the service of other people. At Huntington, it’s our belief that running a business is about more than making money, it’s about making people’s lives better. So let’s roll up our sleeves and get to work, together.

Goering Center for Family & Private Business

2022 Family & Private Business Awards

How transparency and innovation are shaping the future of Batesville Products, Inc.

In 1946, Batesville Products, Inc. began as a father-son team. In 1966, Justin Weber took over from the Laugle family, and the Weber family presence has remained strong in the business – from board members and senior leadership to production employees. Today, BPI welcomes the third generation to the company. Their culture is one of understanding, often rehiring former employees and conducting a second chance hiring initiative, which gives ex-convicts a fresh start in the workforce. To show appreciation to their employees, they have monthly catered lunches, community events, regular apparel giveaways, competitive benefits, and monthly production bonuses. BPI values transparency and innovation – they regularly share company performance and career growth opportunities with their employees and welcome creative ideas from all levels to improve their processes. Commitment to the community is vital; in honor of National Manufacturing Day, students tour BPI to learn about STEM in the manufacturing industry. As part of this year's Manufacturing Day celebrations, BPI will release a children's book about manufacturing. The book teaches elementary students about the metal casting process as animated characters manufacture a toy car from start to finish.

About one-third of BPI colleagues have been with the company for over ten years, and about one-third of their workforce joined the team within the last year. They attribute recent difficulty attracting and retaining employees to the Great Resignation. Though hiring has declined, business demand has increased. The manufacturing indus-



From left: Tim Williams (National Sales Manager) and Rachel Weber (Regional Sales Consultant) of Batesville Products, Inc.

try is booming, and BPI has more orders than ever before. However, it is difficult to hire and retain employees when competing against large corporations that can offer highly competitive wages and benefits. Faced with this challenge, it is critical for their company culture to stand out from other hiring companies. To better understand and cultivate their culture, BPI recently had Purdue MEP perform a culture study, which allowed them to pinpoint their strengths and weaknesses. Following the study, BPI placed a greater emphasis on building community and growing their production team, as well as their office staff. Bringing in these

fresh perspectives and ideas will continue to shift and better the company culture over time. Hiring a new Human Resources manager not only unified their hiring and employee engagement initiatives but put someone in place to oversee their Pay4Skill program, which offers employees a clear pathway to career growth and pay increases. Other tactics to foster culture and attract new employees include wage increases, sign-on bonuses, referral bonuses, and competitive benefits. With these efforts, BPI hopes to continue evolving and creating an even more attractive work environment for current and future employees.

Batesville Products, Inc. (BPI)

President and COO: Len Weber

Address: 434 Margaret Street
Lawrenceburg, IN 47025

Phone: 812-537-2275

Website: www.batesvilleproducts.com

About: Batesville Products, a family-owned manufacturing company, has created custom aluminum castings for more than 75 years. BPI has two locations in which they engineer, cast, machine, inspect, and polish aluminum castings for 70-plus industries nationwide. As BPI continues to grow, they strive towards Industry 4.0 by prioritizing automation and technological advancements. As BPI continues to adapt to the ever-changing manufacturing landscape, they remain strong in their original values as an American, family-owned business.



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Congratulations to all of this year's winners!

Goering Center for Family & Private Business

2022 Family & Private Business Awards

BRG Realty: Creating community with a foundation of caring

Not only is caring embodied in their mission statement, but BRG Realty team members exhibit it on a daily basis. During the COVID-19 pandemic, BRG helped ease some of their residents' stress and uncertainty by waiving late and month-to-month fees, suspending rent increases, absorbing credit card transaction fees, and not processing evictions. Their ask was simple: communicate and demonstrate a hardship, and the team would offer flexibility. As an essential business during the pandemic, the site teams were on the "front lines," maintaining properties and interacting daily with residents. For their 200 dedicated employees, BRG provided many COVID-related bonus programs and "mental health" days throughout 2020-21, in addition to standard payroll and incentive increases.

BRG consistently has below industry-average turnover rates: during the pandemic, the company had zero layoffs and maintained 100 percent of their payroll. Team members refer to fellow colleagues as the "BRG Family" – the organization celebrates weddings, babies, promotions, retirements, and gathers together when facing life challenges, including illness or loss of loved ones. Innovation is a cornerstone of BRG's culture: the company launched the BRG App, which facilitated online payments and maintenance requests, and began conducting virtual tours with online lease renewals. They created a paperless invoice workflow solution, 3D apartment drawings and layouts, and invested in water-saving plumbing solutions and high-efficiency HVAC systems to manage utility costs for the benefit of their residents, communities, and as part of their "BRG Go Green" initiative.

As an essential business, BRG had a duty to



From left: Don Brunner (CEO) and Alex Parlin (CFO) of BRG Realty Group, LLC

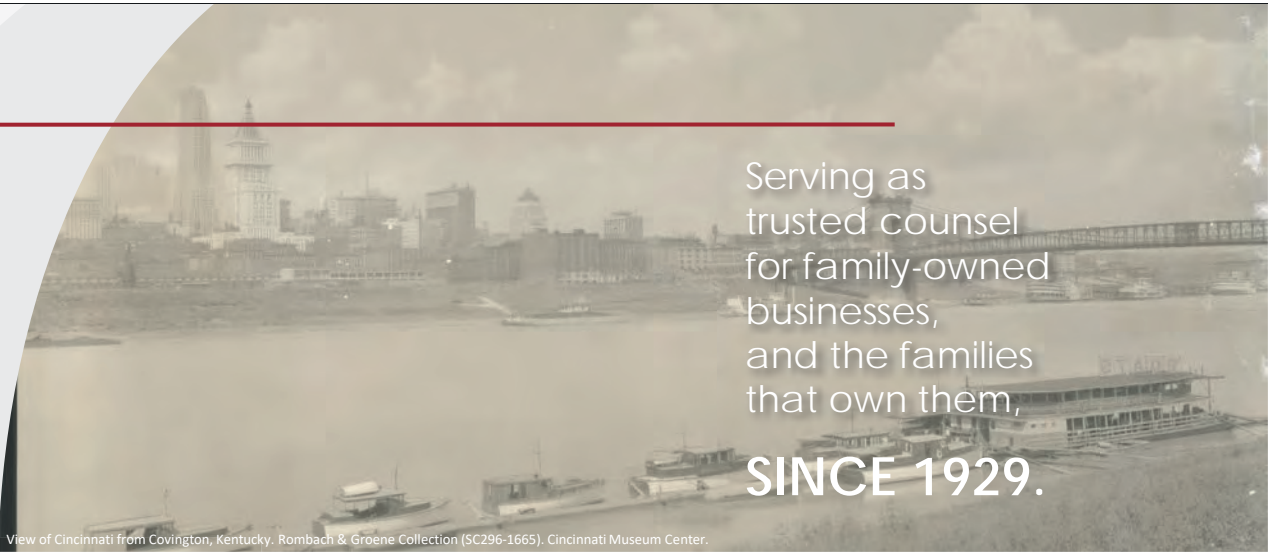
keep properties operational with minimal impact on the level of service delivered to residents. BRG exclusively focused on delivering three key tenets: team member and resident safety; job and financial security of team members; and housing stability for their 7,600 residents. In addition to a competitive compensation and benefits package, the organization provides other benefits, including company outings, a new hire orientation program, lunch and learns, maintenance roundtables, and continuing education programs, such as BRG University. BRG takes pride in their Employee Assistance Fund and has an open door poli-

cy, encouraging their employees to share suggestions, personal needs, or concerns. Maintaining and updating the apartment communities is a critical part of the business, and it is important to have business partners that share their core values. BRG's commitment to strengthen their community is not only evident in their resident spaces, but throughout the city, as they support over twenty-five organizations through financial and volunteer efforts. As a relationship-based organization, their partnerships – built on trust, transparency, and honesty – will continue to flourish in the years to come.

BRG Realty Group, LLC

CEO: Don Brunner
Address: 7265 Kenwood Road, Suite 111 Cincinnati, OH 45236
Phone: 513-936-5960
Website: www.brgapartments.com
About: BRG Realty Group, LLC owns and operates 42 apartment communities comprised of 7,600 apartment homes in Ohio, Kentucky, and Indiana. Success has been built upon a foundation of relationships shaped by trust, an engaged and talented employee base, service focused business practices, a sound fiscal approach, value-add services, and investor and risk management protocols that ensure future stability. "Our mission is to create and maintain quality communities through innovative management by consistently delivering reliable services to our residents, associates, and business partners...and we care!"





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2022 Family & Private Business Awards

Crescent: Putting people first pays off in promising future

Over the course of its 170-year history, premier contract packaging and parts fulfillment company Crescent has prioritized its people. That focus hasn't wavered, and under the guidance and leadership of fifth generation owner and founder Chris Taylor, Crescent's people have made an art form out of living its cultural values of "Do it Right, Do it Safe, and Do it Well," propelling Crescent to new heights in the process.

Talented people are Crescent's competitive advantage, and its team includes refugees from Afghanistan and Somalia, whom Crescent has welcomed through the TENT Partnership for refugees. Creating and maintaining a culture where its people are both students and teachers has been critical to the company's success and keeping its team motivated and engaged is what drives Crescent's people strategy, which confers:

- Status - People need to know that they matter to the organization and that their role is both important and meaningful.
- Certainty - People need to know what to expect and that their work will be recognized.
- Autonomy - People to have the freedom to try and the freedom to fail.
- Relatedness - People feel a connection between the work they do and the vision of the organization.
- Fairness - Fair exchanges are intrinsically rewarding.

This strategy, coupled with Crescent's focus on selecting, training, assessing and recognizing its people, providing them with



Chris Taylor (CEO) of Crescent

whole person wellbeing and acting on their feedback, has helped Crescent maintain strong employee retention. It's also created a Crescent team that is present, focused and performs at a higher level. Clients have noticed and in 2021, thanks to its people, Crescent won an excellence award from a key client and a new contract from another.

Crescent's strong people-first strategy helped it weather the Great Resignation and navigate the Great Reawakening, which served as wakeup calls for many organizations. Crescent invested more than one million dollars annually to care physically and financially for

people impacted by COVID-19 and ensured people had development opportunities to grow their careers. Two-thirds of employees took advantage of training opportunities and over one third of them earned promotions. In turn, Crescent's people responded by helping the company exceed its top- and bottom-line growth targets, providing a promising future for everyone in the organization.

Crescent

CEO: Chris Taylor

Address: 9817 Crescent Park Drive
West Chester, Ohio 45069

Phone: 513-759-7000

Website: www.crescentpark.com

About: Crescent is people-centric. Creative change is part of its operational psyche and history, and Taylor family members pragmatically discovered and have carefully perfected best practices in servicing customers for nearly two centuries. Today, Crescent is a premier service provider in Contract Packaging and Parts Fulfillment whose people are well-prepared to take Crescent to new heights, delivering on their promise to become community-focused, provide a path forward for key customers, and strengthen their competitive advantage.

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Goering Center for Family & Private Business

2022 Family & Private Business Awards

Founding principles move Kingsgate into the future

For more than 36 years, Kingsgate Logistics has grown from a small family business to a trusted company moving shipments to and from any point in the world. The founders' principles remain relevant today: in business, the team must be open to a better way, passionate about finding a smarter way, and believe that there is always a right way. Kingsgate is rooted in this legacy and in family: in 2008, the second generation – Jeff and Julie Beckham, Amy Barnett and David Beckham – purchased the business from their parents. As an established innovative leader in the logistics space, Kingsgate has invested in and embraced technology to stand out from competition. Part of the Cincinnati Innovation District, the business is developing their own proprietary software and partnering with industry leaders – like FreightWaves, DAT, and Trucker Tools – to implement a multitude of tech. Sophisticated technology and training empowers employees to become better problem solvers, innovators, and decision-makers. Kingsgate is committed to helping their people learn and evolve from their first day on the job through years of service down the road. When customers call, they are ready to answer their questions and navigate their challenges with conviction and expertise.

To Kingsgate, fulfillment is more than just the completion of the process; it is a state of mind. At the end of the day, they want to have done right by their carriers and customers, so they feel right with themselves. They see their impact on the bottom line and understand how their work helps others prosper and thrive. Through the Kingsgate Gives Back program,



From left: Jeff Beckham (Partner/CEO), Julie Beckham (Partner), Amy Barnett (Partner), and David Beckham (Partner) of Kingsgate Logistics

they impact their community as well, supporting and sponsoring numerous organizations and events, including Make-A-Wish, Hoxworth, and UC Bearcat Food Pantry.

Employees are treated with kindness, inclusion, and understanding. Logistics is a difficult industry, so the organization wants to ensure their team feels appreciated for their hard work. They host in-person winter and summer events and enjoy stepping out of the office to have fun with the Kingsgate Family. Each year, Kingsgate participates in the “Best Places to Work Program,” which provides valuable anonymous feedback from their employees.

After receiving feedback that employees sought opportunities to grow as professionals not only in their specific fields, but in new departments, Kingsgate invested in LinkedIn Learning. Employees could take courses ranging from creative, technology, business, and more. Their employees' growth as professionals and individuals is a top priority for the company. It's their relationships that keep them in business, and it's the integrity of those relationships that set them apart.

Kingsgate Logistics

CEO and Partner: Jeff Beckham

Address: 9100 West Chester Towne Ctr. Road, Suite 300 West Chester, OH 45069

Phone: 513-874-7447

Website: www.kingsgatelogistics.com

About: Kingsgate Logistics is a family-owned and operated third-party logistics company, established with one goal in mind: providing superior customer service and logistics solutions. Founded in October 1986 by Merry and Tom Beckham, Kingsgate is a privately-held Women's Business Enterprise (WBE) and operates on three core principles: hard work, exemplary service, and upholding the highest levels of integrity. The business continually advances with investments in employees and innovative technology. Above all, their personal commitment to client satisfaction remains the same.

KINGSGATE LOGISTICS

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2022 Family & Private Business Awards

New Republic Architecture: Building a business where people thrive

Driven by a passion for architecture and the belief that great architecture is a catalyst for positive change and revitalization in communities, New Republic Architecture is creating buildings in which people and communities can thrive.

It's creating a business where people thrive too, and that's down to its culture, the pillars of which are:

- **Collaboration:** Collaboration is the hallmark of the New Republic design ethos. As New Republic says, "We listen before we draw," putting clients and their architecture first.
- **Relationships:** New Republic takes into consideration its relationships with its staff, clients and the communities its projects serve, recognizing that good design starts with good communication.
- **Learning:** New Republic is a teaching studio, and its team is always learning about architecture. It offers a place for designers to try new ideas and sharpen their skills while being guided by its team's decades of experience in the industry.
- **Engagement:** Employees take initiative and bring ideas to clients, delivering a boutique experience and providing the best possible service.
- **Integrity and trust:** New Republic values the trust its clients place in it. Its team earns that trust by being accountable, owning its work, following up and following through.



Graham Kalbli (Principal) of New Republic Architecture

- **Sustainability:** New Republic focuses on sustainability in its four practice areas of affordable housing, mixed-use/multi family, single family, and historic preservation. Thanks to the strength of its company culture, which has valued work/life balance since its founding, neither the Great Resignation nor the Great Reawakening have materially impacted New Republic.

The company retained all its employees during this period of rapid change and uncertain-

ty and has expanded its team. Employees enjoy strong social bonds among team members fostered by regular local outings, participation in community events, employee retreats and more. On top of that, New Republic offers a congenial work environment in an industry where that can be rare, long-term client relationships and the opportunity for employees' work to benefit the communities in which they live, work and play. The reward for New Republic and its employees is stability and growth.

New Republic Architecture

Principal: Graham Kalbli

Address: 1936 Race Street, Ste. C101
Cincinnati, OH 45202

Phone: 513-800-1581

Website: www.newrepublicarchitecture.com

About: New Republic Architecture is a boutique, practice-centered firm which seeks to leverage a passion for real estate development through collaboration, integrity, and trust. They are architects, plain and simple. They are founded on the principle of putting clients and their architecture first. Collaboration, integrity, and trust are the ethics by which they conduct their practice, which delivers architecture, planning, and development consulting services for a wide range of project types.



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Lauren Johnson-Lake, Cincinnati Container Company

Join us September 21 for a complimentary Overview, where you will discover all that the Institute can do for you.

The Next Generation Institute (NGI)® kicks off November 2022.

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New Riff Distilling: Treat people right and the rest will follow

New Riff Distilling Founder Ken Lewis knows that if he and his team relentlessly pursue making great whiskey, both New Riff's reputation and its profits will grow. That's what's behind the ambitious mission for his company: To become one of the great small distilleries of the world.

Employees are the key to achieving that mission and New Riff has taken a page from leadership guru Jon Gordon to build a culture of greatness. It starts with hiring the best people who get New Riff's culture and want to be a part of it and continues with bringing out the best in those same people. The company's mantra is: "Give our employees a clear mission, provide the best tools for the job and get the hell out of their way."

Since its founding in 2014, New Riff has fostered a team mindset of high expectations and a collective determination to find pride in excellence and achievement. Underpinning its winning culture are the following concepts:

- **Shared Purpose:** Human beings want a lot more than a paycheck. They want their work lives to have meaning and purpose.
- **Exceptionalism:** New Riff expects every employee to be a career employee and seeks exceptional employees to make exceptional whiskey. In turn, New Riff provides exceptional pay and benefits.
- **Expectations:** New Riff expects its employees to be high achievers who collectively provide an ethical, tolerant and fair workplace welcoming to all.
- **Trust:** New Riff puts employees first, earning their trust through regular communication, a benefits plan that includes 100 percent healthcare coverage, unlimited time off and sick pay, and a profit-sharing pension plan to care for them in retirement.
- **Transparency:** New Riff pledges to always be transparent to its customers, employees and community and it discusses strategy, plans and its financial position in regular employee meetings.



Ken Lewis (Founder/CEO) of New Riff Distilling

New Riff's culture, with its strong focus on caring for employees, didn't need adjustments for the company to get through the Great Resignation and Great Reawakening. Instead, it was the bedrock that sustained both employees and the company, leading it to spark a bourbon tourism boom in Cincinnati and earn medals, positive press, a sterling reputation, growing sales and profits. It's a fitting outcome for its owners, who believe that "whatever you send into the lives of others will come back into your own."

New Riff Distilling

Founder and CEO: Ken Lewis

Address: 24 Distillery Way
Newport, KY 41073

Phone: 859-261-7433

Website: www.newriffdistilling.com

About: New Riff began distilling in 2014 and now has about 53 full-time employees producing about 11,500 whiskey barrels a year. Proud to be the spark for bringing bourbon tourism to Greater Cincinnati, New Riff is family owned and operated with no outside investment now or forever. They know if they treat all people right, with respect and fairness, the whiskey will turn out right, too. And so they do. And so it does.



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trak group: Building a connected community to grow successfully

While the Great Resignation impacted many companies negatively, it was a boon for trak group, a full-service staffing and recruiting firm founded in 1994. The fallout from COVID-19 for trak was explosive growth: the company doubled in size in the past 20 months as it worked to help individual and business clients find and fill positions.

Where once trak described its career growth possibilities as limited, it wanted to provide employees with a different experience. trak's management team worked with the Goering Center to develop a formal strategic plan to help it prepare for business growth, formalizing the company's mission to build community by connecting people, as well as its vision and values. trak did this to ensure it could offer employees opportunities for personal and professional growth and be the type of business where employees would want their closest friends and family to work. The plan has been successful and trak today enjoys extremely low turnover.

Not surprisingly, two of the words trak uses to describe its company culture are "evolving" and "welcoming." Its growth forced trak to evolve quickly and maintain a positive culture while welcoming many new team members. That it did so successfully, with the entire staff buying into trak's vision of working for the greater good for the community around it, is a testament to the other elements of trak's culture: passion, energy and motivation.

The Great Reawakening also had a positive effect on trak's culture, as the company made



Michael McCullough (CEO) of trak group

changes to adapt to the new workforce. It focused on providing training, processes and an environment that allows employees to thrive. A few examples include:

- Implementing a hybrid work structure that gives employees the flexibility to be able to work remotely as needed
- Weekly Friday celebrations that focus on individual and team success followed by an early end to the work week
- Eight hours of paid time off each quarter for volunteer activities

- Investment in tools and training
- Monthly and quarterly trak-sponsored outings during work hours to build team comradery
- A progressive wellness program

The result is that team chemistry and connection is at an all-time high and that is proving beneficial not just to trak's employees, but also its clients, customers and vendors, who are enjoying a renewed focus on success and relationship building thanks to newly created positions.

trak group

CEO: Michael McCullough

Address: 615 Elsinore Place, Suite 600 Cincinnati, OH 45202

Phone: 513-792-8800

Website: www.thetrakgroup.com

About: trak group was founded in 1994 as a full-service staffing and recruiting firm, serving the middle market in Cincinnati. Over the years, the services offered by trak group have dramatically expanded, now offering full-service talent acquisition support for companies of all sizes and industries. Specializing in Accounting and Finance, Sales and Marketing, Professional Services, Office Administration and Clerical, and Healthcare recruitment – trak group has become an extension of its clients' HR departments by offering flexible and creative solutions to hiring challenges.

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RiskSOURCE Clark-Theders: Caring is the most important element of culture

The power of a great company culture is that it makes a business stronger and more resilient in the face of adversity. RiskSOURCE Clark-Theders, a risk management and property and casualty insurance business, learned just how strong its culture was during the pandemic.

RiskSOURCE set out to create a culture that allows team members to thrive as whole people and it succeeded. The company has been a finalist for the Business Courier's Best Places to Work every year since 2011, winning six times. When surveyed for the award each year, the number one word employees use to describe RiskSOURCE is "caring."

Caring is so central to the company's culture, that this year it's celebrating the 15th anniversary of RiskSOURCE Cares, a program that keeps caring for its team, clients and community at the forefront of everything the company does. Through RiskSOURCE Cares, the company prioritizes the person and their well-being, invests in tools, training, and resources to develop them and offers HR policies, benefits, and programs that provide life-work balance, including paid time off for volunteer work during business hours and quarterly events that benefit the community.

Another key culture element is authenticity. The company recognized that the pandemic could impact job satisfaction and mental health. To ensure it was meeting employees' needs, it started conducting monthly check-ins and surveys to hear their voices and implement



From left: Amanda Shults (President), Rick Theders (Founder), and Jonathan Theders (CEO) of RiskSOURCE Clark-Theders

changes based on their feedback.

Integrity is also built into RiskSOURCE's culture. It's about doing the right thing for clients regardless of profit, which stems from a belief that by looking out for their best interests, the business will thrive.

Finally, RiskSOURCE strives for flexibility. It values meeting people where they are, especially as the world adapts to a rapidly changing work environment. Employees have the option to balance time spent working from

home and the office. A "Fun Committee" plans events to keep employees connected and RiskSOURCE built out its intranet to put resources at employees' fingertips, no matter where they worked.

The results speak for themselves. Average employee tenure is more than a decade. Satisfied employees make for satisfied clients and RiskSOURCE enjoys a 97 percent client retention rate.

RiskSOURCE Clark-Theders

CEO: Jonathan Theders

Address: 9938 Crescent Park Drive
West Chester, OH, 45069

Phone: 513-779-2800

Website: risksource.com

About: RiskSOURCE goes beyond what might be expected from a traditional insurance agency, because they believe that "insurance alone is never enough." Since 1977, they've specialized in customized risk management and insurance for businesses and individuals. They deliver thorough consultation, education, and proactive planning. RiskSOURCE cares about their clients' best interests, creating long-term value, and earning trust. They believe in doing the right thing, regardless of profit. Their company values guide their award-winning culture and RiskSOURCE Cares program. Integrity, Faith, Service, Excellence, Authenticity, and Teamwork blend together to serve their team, clients, and community.

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In difficult times, Baxter Burial Vault embodies the Great Reliance

Since 1924, Baxter Burial Vault Service provides an important piece of the final care for those who have lost loved ones, including during times of war, terrorism, natural disasters, and pandemics. The organization cares deeply for their customers and ultimately the families they serve. Positivity is essential – the leadership team brings humor and camaraderie into the workplace, encouraging employees to find light in the difficult times. The nature of their business is to handle last-minute needs and changes on a daily basis. In the 1980s, Baxter Burial Vault put in a crematory to provide this service to funeral homes and cemeteries, as many were in neighborhoods that were not zoned for the service. Through industry association and meetings with lawmakers, the company participated in the creation of the Ohio Cremation Law in 1998.

An investment in graphic technology allows Baxter Burial Vault to create customized vault covers, transforming them into integral parts of the graveside ceremony. This customization was significant during the pandemic, as many people lost their loved ones in isolation. Though Baxter Burial Vault is in the manufacturing industry, the company provides a tender service. Ingenuity is vital to figure out new ways to display a vault cover, be in multiple places simultaneously with limited trucks and employees, source materials, diversify services to meet new laws, stay up to date on customers' licensing requirements and offer continuing education.

Classified as "essential workers," Baxter Burial Vault created their own "Great": the Great Reliance.



From left: Holly Baxter Bridgers, Darren D. Baxter, and Trevor D. Baxter (Co-Owners) of Baxter Burial Vault Service

Through the pandemic, team members relied on each other, and their customers relied on them. Their leadership team is authentic: working alongside their employees, rewarding them financially, recognizing their efforts, being vulnerable with their own fears, and reassuring them that they can and will overcome incredible obstacles.

Baxter's employees come from a 60-mile radius to complete a six-day work week. During the pandemic, they doubled in production and service. Employees stay, thrive, and deeply care about their

work. Many families work together at the company: fathers and sons, brothers, cousins, in-laws. Their clients are funeral homes and cemeteries who call daily with immediate or next-day service. Giving is paramount; the organization makes donations to local schools, community events, and other charities and fundraisers. When people are in grief, it is not the time to make mistakes. Baxter Burial Vault is reliable, respectful, and responsible. Their funeral home and cemetery customers trust them, coming back to the company for decades and beyond.

Baxter Burial Vault Service

Co-Owners: Holly Baxter Bridgers, Darren D. Baxter, and Trevor D. Baxter

Address: 909 E. Ross Avenue
Cincinnati, Ohio 45217

Phone: 513-641-1010

Website: www.baxterburialvault.com

About: Started by Don E. Baxter in 1924, Baxter Burial Vault Company sold grave liners and concrete air domes to area funeral homes. His two sons, Don Jr. and Doug, entered the business, and the precast and burial vault business grew to such an extent that the brothers eventually separated into two businesses. Today, Baxter Burial Vault Service is run by Doug's three children, who have expanded the business into the Dayton, Ohio area with the purchase of Bell Vault & Monument Company.



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The many spirits, and one team, that is Heaven Hill Brands

At Heaven Hill, they are *Many Spirits, One Team*. Heaven Hill's continued success is a testament to the quality of their products and the hard work of their 1,100+ employees. But their success has not come without its trials.

Since 1935, the Shapira family has been a steady hand at the helm of Heaven Hill. From the time the five founding brothers began the company after Prohibition, to its growth and diversification under second generation family members Max and Harry Shapira, to its current position with third generation leaders Kate and Allan Latts, Heaven Hill takes great pride in being family-run. Founded with no brands, no available stocks of Whiskey, and at the height of the Great Depression, the company overcame numerous challenges to become a distilled spirits industry leader. Marked by resiliency and perseverance, Heaven Hill is a diverse company built to withstand the test of time.

In 1996, Heaven Hill lost one of their most storied and valuable assets when a fire destroyed the company's original Bardstown distillery, and with it, two percent of the world's bourbon at the time. The devastating loss forced Heaven Hill to pivot, although thankfully no lives or jobs were lost. Max Shapira found a job for everyone the next day to rebuild. In 1999, Heaven Hill acquired the historic Bernheim Distillery in Louisville, but the company had not lost sight of its roots. The bourbon industry marked a special homecoming almost 30 years later as Heaven Hill broke ground on a \$135 million distillery in Bardstown in the summer of 2022.

The organization is passionate about responsibly enhancing the enjoyment of life for their



From left: Kate Shapira Latts (Co-President), Allan Latts (Co-President), and Max Shapira (Executive Chairman) of Heaven Hill Brands

consumers, partners, employees, and communities. Heaven Hill has a vested, multi-generational investment in fostering the heritage of Kentucky bourbon and supporting the communities and causes who built and supported the company in its development. On an organizational level, the business is committed to its tenants of corporate citizenship: environmental sustainability, social responsibility, diversity, equity, and inclusion, and community relations and philanthropy.

In 2021, the company made 248 new hires; this period of growth has offered new opportunities. Strategy and culture coupled together foster an even greater capacity to thrive, both in

business and employee experience. Heaven Hill recently launched "The Spirited Commitment," a reminder of who they strive to be in their work and for their teams, and a charge to continually reflect on the progress of their culture. They hold themselves accountable to their core behaviors: choose positivity, work together to win, make an impact, act with integrity, improve every day, and be authentic. They are creating a consistent employee experience amidst business, economic, and climate changes. Heaven Hill strives to be the partner of choice, supplier of choice, employer of choice, and neighbor of choice.

Heaven Hill Brands

Co-Presidents: Allan Latts and Kate Shapira Latts

Address: 1064 Loretto Rd
Bardstown, KY 40004

Phone: 502-348-3921

Website: www.heavenhill.com

About: Founded in 1935, Bardstown, KY-based Heaven Hill Brands is the nation's largest independent, family-owned and led spirits producer and marketer, and the world's second-largest holder of Kentucky Bourbon. Heaven Hill's diversified portfolio of brands includes Evan Williams, Elijah Craig, Larceny, and Henry McKenna Bourbons; Rittenhouse Rye Whiskey; Deep Eddy Vodka; Admiral Nelson's Rum; Black Velvet Canadian Whiskey; Lunazul Tequila; HPNOTIQ Liqueur; Carolans Irish Cream Liqueur, plus the newly acquired Samson & Surrey portfolio.

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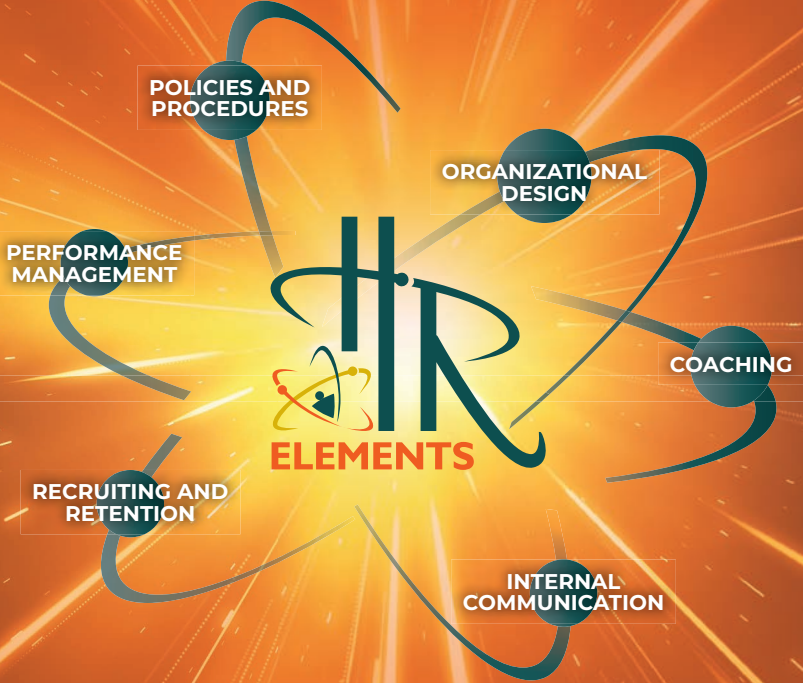
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For nearly 120 years, Calfee attorneys have provided sound legal counsel to support business clients' growth objectives. Community support and service have been integral to our history — and continue to be integral to our future.

For more information please contact:
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Goering Center for Family & Private Business

2022 Family & Private Business Awards

Peer groups help leaders embrace rapid pace of change

By Lisa Bosse, Director of Programming and Roundtables, Goering Center for Family & Private Business



There are two undeniable truths: opportunity is born from tragedy. Also, change is constant.

When COVID-19 hit in 2020, and the world shifted to a new way of working, a few key players on the Goering Center team retired. There was so much love and respect for these folks that it was hard to work through the transition. Ultimately, it opened up the best professional opportunity I've had in my lifetime – leading our roundtable program.

Our mission at the Center is to “nurture and educate family and private businesses to drive a vibrant economy.” That “nurture” piece has a home in our roundtables – monthly meetings of like-minded peers coming together in mutual support of each other's professional success, personal happiness, and, of course, the key to all of it – good physical and mental health.

Now two years into my new responsibilities, I can see that the potential in our roundtables to help people cope with change far exceeds the bar we once set for these small groups – helping people achieve “balance.”

- Our pace of change is at unprecedented levels.
- Boomers are gearing up to sell their businesses.
- Next generation leaders are taking charge.
- Business lifecycles are accelerating – with some saying reinvention is a must-do every three years.
- Today, nearly half – 40 percent – of

- US businesses are owned by women.
- Racial proportions are shifting our population to a minority majority.
- Diversity, equity, and inclusion initiatives are now a strategic priority.
- Not to mention tech.

OK. Take a beat. Breathe.

So how does a small business owner cope with it all? Advisory boards help. Good planning helps. Fractional consultants can fill many gaps.

But none of those helpful gap fillers target the individual. None provide a psychologically safe, confidential place to open up and receive the kind of non-judgmental support that is abundant and available to people in our roundtable program.

I can't think of a more important or meaningful way for me to contribute to Greater Cincinnati's business community than to lead this important initiative.

Goering Center roundtables meet monthly, 10 times a year. Tables are carefully curated. Members have

something significant in common – be it their status as CEOs or Owners, the people who report to CEOs, G2s, and our community's “rising leaders” who are going to take us into the future.

New formats are also emerging. We are currently recruiting leaders who are standing up ESOPs, Visionaries and Integrators who are working on EOS, and, something especially dear to my heart, business owners who are anticipating retirement and are figuring out how to make an impact in the next chapter of their lives.

Join us at a quarterly “trial run” meeting so you can experience the benefit – and the people – that make the Goering Center such a special place.

To learn more about Goering Center roundtables, contact Lisa Bosse at lisa.bosse@uc.edu or 513-556-7403.



Rex Wetherill, Hydrotech

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For more information, contact Lisa Bosse at 513-556-7403 or lisa.bosse@uc.edu.

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Goering Center for Family & Private Business

2022 Family & Private Business Awards

Goering Center to name sixth annual Larry Grypp Rising Leader

Nine of the region’s future generation of leaders will be honored at the 23rd Annual Family & Private Business Awards, with one of the nine, selected by popular vote, to receive the 2022 award.

One of a leader’s key responsibilities is to identify and develop future leaders. The Goering Center demonstrates its commitment to the region’s future generation of leaders by bestowing the Larry Grypp Rising Leader Award. Named for past president Larry Grypp in acknowledgement of his leadership, this award is given to one Rising Leader among nine, who were nominated by their member company, for demonstrating success at advancing one of the Goering Center’s 10 Best Practices of Successful Family and Private Businesses.

The sixth annual Rising Leader nomination process ran from October 2021 to June 2022. Nominations were due by the last business day of each month, and an independent panel of judges selected one Finalist each month, for a total of nine Finalists.

The seventh annual nomination process will begin in October 2022, providing an excellent opportunity to showcase the achievements of strong rising leaders throughout the Greater Cincinnati community. Nominees must be on a leadership or succession track of a family or private business, and will assume senior leadership positions within the next 5 – 15 years.

Cultivating bench strength is critical to long-term success. Investing in a rising generation of leaders lays a foundation for succession and, by acknowledging the accomplishments of these rising leaders, teams become engaged, motivated, and they thrive. All Rising Leader Finalists shape the future of their respective companies and collectively grow the vibrancy and economy of our region.

BEST PRACTICES OF FAMILY AND PRIVATE BUSINESSES

The Goering Center for Family and Private Business has been serving the region for more than 30 years and has compiled the 10 Best Practices of Successful Family and Private Businesses.

(Family) Business Charter
Articulate a clear family business/business philosophy, resulting in a charter that outlines policies concerning employment, ownership, compensation, management, conflict resolution, and personal and corporate responsibility.

Dynamic Business Strategy
Develop, regularly update, and communicate a business strategic plan, with continuous measurement of the plan results.

Performance Management System
Develop and execute an employee performance management system including accurate, up-to-date job descriptions, agreed upon goals, and timely, truthful feedback and evaluations.

Leadership Development
Implement leadership development plans for key positions and possible successors.

Outside Boards
Establish either a Board of Advisors or Board of Directors including non-family members.

Contingency Planning
Create contingency and estate plans that address the organization’s response in the event of disability, death or voluntary resignation of owners and key officers.

Owner’s Retirement Plans
Create retirement plans of owners that address lifetime security of owners, including a continual challenge for retired owners.

Business Growth
Experience continuous financial success over time in terms of sales and profit growth.

(Family) Business Council
Create an active and functioning Family Council or Business Council that serves the purpose of communicating company and family issues.

Giving Back
Embrace and encourage company and individual community service.

GOERING CENTER 2022 RISING LEADER

FINALISTS

GOERING CENTER
RISING LEADER

FINALIST



ERIN DICKMAN
SENIOR ACCOUNT EXECUTIVE, STEINHAUSER INC.

BEST PRACTICE:
BUSINESS GROWTH



GOERING CENTER
RISING LEADER

FINALIST



JAKE JEROW
DIRECTOR OF SALES ANALYSIS & MARKETING, MODERN ICE EQUIPMENT & SUPPLY

BEST PRACTICE:
DYNAMIC BUSINESS STRATEGY



GOERING CENTER
RISING LEADER

FINALIST



LAUREN JOHNSON-LAKE
VP OF OPERATIONS, CINCINNATI CONTAINER COMPANY

BEST PRACTICE:
OUTSIDE BOARDS



GOERING CENTER
RISING LEADER

FINALIST



SARAH PETERSEN
DIRECTOR OF SUPPLY CHAIN MANAGEMENT, DORAN MANUFACTURING

BEST PRACTICE:
BUSINESS GROWTH



GOERING CENTER
RISING LEADER

FINALIST



KATE RACE
REGIONAL DIRECTOR, ASSISTING HANDS HOME CARE

BEST PRACTICE:
BUSINESS GROWTH



GOERING CENTER
RISING LEADER

FINALIST



BILL RUMPKE III
REGION VICE PRESIDENT, RUMPKE WASTE & RECYCLING

BEST PRACTICE:
BUSINESS GROWTH



GOERING CENTER
RISING LEADER

FINALIST



TOM SEVILLA
ENGINEERING MANAGER, CLIPPARD INSTRUMENT LABORATORY, INC.

BEST PRACTICE:
BUSINESS GROWTH



GOERING CENTER
RISING LEADER

FINALIST



NATHANIEL SIZEMORE
SR. VICE PRESIDENT & GENERAL COUNSEL, SIZEMORE & COMPANY LLC

BEST PRACTICE:
DYNAMIC BUSINESS STRATEGY



GOERING CENTER
RISING LEADER

FINALIST



KEN STAUBITZ
CHIEF OPERATING OFFICER, MODERN OFFICE METHODS

BEST PRACTICE:
PERFORMANCE MANAGEMENT SYSTEM



Goering Center for Family & Private Business

2022 Family & Private Business Awards

JANCOA named to the Goering Center's Family Business Hall of Fame



Industry leader in the Cincinnati tri-state commercial cleaning market will be inducted at Goering Center Family and Private Business Awards on September 13 at Hard Rock Casino Cincinnati

JANCOA Janitorial Services, Inc. was founded in 1972 by Tony Miller Sr. As a 19-year-old student at the University of Cincinnati, he started the business cleaning local taverns after one of his professors commented on the growing "services" sector, including janitorial services. Today, JANCOA is an award-winning, family-owned and operated business that cleans over 20,000,000 square feet of Class "A" offices, medical buildings, and commercial buildings in the Greater Cincinnati area. On Tuesday, Sept. 13, the company will be inducted into the Goering Center Family Business Hall of Fame, joining Home City Ice, JTM Food Group, Glier's Meats, Drees Homes, and Graeter's, among many others.

In 1993, Mary Miller joined her husband Tony to form a dynamic partnership of operations, sales, and leadership. Mary and Tony developed unique programs to not only attract great team members, but also to help them think about their futures differently. When joining the company, each employee is asked a simple question: What is your dream? JANCOA works hard to become an encouraging partner in helping their employees make their dreams a reality. JANCOA is committed to meeting their people where they are and improving their quality of life both inside and outside of the workplace.

JANCOA's second generation (G2) is made up of three family members who feel their most important role is executing the vision set out by Mary and Tony Miller. Ron Miller (Tony's youngest brother) has been with the company for over 30 years. Ron's experience and strong relationships have helped retain important clients despite consistent changes among building owners and/or management. Ron oversees day operations, day customer service, and manages the payroll team, which takes care of the company's 550 employees. Clint and Christy Bard (the Millers' daughter) have worked with the JANCOA team to grow the business from \$8 to \$18 million in revenue per the past ten years. Clint oversees all business operations, customer service, finance, and strategic planning. Christy manages business development, HR and Administration, marketing, and, most importantly, the JANCOA family culture.

The G2's most notable achievement has been assembling and growing the JANCOA management team over these most challenging two years. The management team truly represents the values that the Miller/Bard family wants JANCOA to exemplify and is comprised of over fifty managers. Over 80% are minority and/or female team members who truly represent the workforce of JANCOA. They act as encouragers to show that this woman-owned business



From left: Christy Bard (Executive Vice President), Clint Bard (COO), Mary Miller (Owner/CEO), Tony Miller (Owner/President), and Ron Miller (Executive Vice President) of JANCOA

GREATER CINCINNATI FAMILY BUSINESS HALL OF FAME AWARD

"The Directors of JANCOA have worked relentlessly with our leadership team to drive our turnover rate to its lowest percentage in over 10 years. This comes from creating a culture of caring and opportunity to help JANCOA's people grow. It seemed impossible when the pandemic began, but we had no other choice but to keep pushing through."

– Clint Bard, COO

believes in true diversity and offers real opportunities to grow personally and financially, and to build a career.

The most critical part of the management team was formed in 2021. The Directors of JANCOA are four important leaders of the organization who have steadied the company through the most challenging obstacles in JANCOA's fifty-year history. Lance

Hatfield, Lauren Lohmann, Jeff Butcher, and Oriana Nava have worked tirelessly to recruit, train, manage, and grow the family business in incredible ways. JANCOA's unique culture and future have never been in more able hands than they are today.

"Legacy is a word I have heard for many years, especially around my time with the Goering Center," shared Mary Miller,

Owner/CEO. "What I know today is that legacy is not a destination, but the culmination of activity and connections with team, customers, and community. We are here today because of our commitment to be the best company possible, and thanks to the important relationships built over the years in all these areas."

"For 50 years, JANCOA has been successfully growing their people, their business, and their community while enhancing the cause of family businesses and women owned businesses. Among a number of reasons JANCOA was selected to receive the Hall of Fame Induction is the significant increase in employment in our region while helping their employees achieve their dreams, as well as enhancing our community reputation through personal and company impact," shared Carol Butler, President of the Goering Center.

JANCOA Janitorial Services
525 Vine Street, Suite 1600
Cincinnati, OH 45202
www.janca.com

Goering Center for Family & Private Business

2022 Family & Private Business Awards

HONORABLE MENTIONS

2022 Family & Private Business Awards Finalists, we could not go without mentioning

**BLUE OVEN BAKERY**

Mark and Sara Frommeyer,
Co-Owners
125 W Elder Street
Cincinnati, OH 45202
www.blueovenbakery.com

Blue Oven Bakery has been providing the Greater Cincinnati region and beyond with fresh baked goods and fresh-grown organic fruits, vegetables and grains since October 2007. For 15 years, Mark and Sara Frommeyer, a husband-and-wife team, have guided Blue Oven to make the very best baked goods using locally sourced raw goods emphasizing small local farms. On August 20, 2020, their sole production facility suffered a fire, and Blue Oven pivoted from the farm to Findlay Kitchen, a shared community space. The award-winning business is resilient, sustainable, and cultivates strong, direct-to-consumer relationships.

**BRIXEY & MEYER**

Angie Wurtenberger, Cincinnati Office Managing Shareholder
Alan Greenwell, Shareholder and Cincinnati Office Market Leader
1111 St. Gregory Street, 5th Floor
Cincinnati, OH 45202
www.brixeyandmeyer.com
513-752-8350

Brixey & Meyer was founded in 2002 with the belief that a gap existed between the services that typical accounting and tax services firms provided to clients in the region and what clients needed to grow and succeed in an ever-changing world. Their services extend beyond transactions; they focus on adding value and transforming businesses. Brixey & Meyer has an experienced team that aims to be the region's choice in tax compliance and consulting, state and local tax incentives, audit and assurance, pension and benefits services, CFO services: outsourced and augmented accounting, business advisory: strategic planning, system selection, and human resources consulting.

**CAR-PART.COM**

Jeff Schroder, CEO
1980 Highland Pike
Fort Wright, KY 41017
www.car-part.com
859-344-1925

Car-Part.com is a software company and the first online recycled parts marketplace. Now in their 26th year, they are the largest. Car-Part.com is a leading provider of software solutions for automotive recyclers. They provide the Integrated Car Part Pro (iPro) marketplace to the collision repair industry, helping them find auto parts. A strong sense of community exists within Car-Part.com – over half of their employees were referred by other employees or industry contacts. Their recognition programs reward employee contributions, and the business encourages good work/life balance, a sense of well-being, and professional satisfaction. Car-Part.com gives back to the community and industry by providing both time and financial assistance to local, national, and worldwide communities in need.

**THE CORKEN STEEL PRODUCTS COMPANY**

Jeff Corken, President
7910 Kentucky Drive
Florence, KY 41042
corkensteel.com
HVAC: 859-291-4664
Roofing: 859-431-7663

The Corken Steel Products Company is a wholesale distributor for high-quality heating and air conditioning (HVACR), roofing, and sheet metal fabrication products. Founded by three brothers and a friend in 1955, Corken's desire to help their customers goes beyond quality products and exceptional customer service. They operate out of 16 facilities including distribution centers, fabrication shops, HVACR, and roofing branches. Each employee has an important role to play in the overall operation of the business, and each has a responsibility to help fulfill the company's mission: to provide better service to their customers than they'll find anywhere else, anytime.

**DESIGNS DIRECT CREATIVE GROUP**

Rich Heidrich, CEO
605 Philadelphia Street
Covington, OH 41011
www.designsdirectllc.com
859-431-0290

Designs Direct Creative Group has been helping retailers grow home décor departments and sales since 2002. Headquartered in historic Main Strasse Village, Designs Direct develops merchandising programs, exclusive artwork, and custom home décor products for brick and mortar and online retailers. Designs Direct boasts one of the largest wholly owned libraries of artwork and imagery in the United States, adding more than 400 unique designs to their existing collection each week.

**DORAN MANUFACTURING, LLC**

Jim Samocki, President
2851 Massachusetts Avenue
Cincinnati, OH 45225
doranmfg.com
866-816-7233

Doran Manufacturing, LLC is a third generation, family-owned company with a focus on making Doran an extraordinary place to work and have a career. Founded in 1953, Doran proudly serves customers from 46 countries around the world in the truck fleet, off-the-road equipment, school bus, and agricultural vehicle markets. Their people possess a shared drive for success with a spirit of continuous improvement, as they focus on creating and supplying innovative and trusted safety and maintenance monitoring technology, products, and service for commercial vehicles.

**GAME DAY COMMUNICATIONS**

Jackie Reau, CEO
700 W Pete Rose Way #557
Cincinnati, OH 45203
www.gamedaypr.com
513-929-4263

Game Day Communications is a media and marketing agency specializing in sports, entertainment, and events. Founded in 2002 by former ESPN Anchor Betsy Ross and Jackie Reau, Game Day's capabilities include PR, media relations, social media marketing, event marketing/staffing, and esports. Game Day worked on the opening of the Reds Museum and Hall of Fame, launch of the Marvin Lewis Community Fund, 2015 Major League All Star Game in Cincinnati, and the bid to host the 2026 FIFA World Cup. The agency manages media and marketing for altafiber, ArtsWave, The Banks, Film Cincinnati, Flying Pig Marathon, Frisch's Big Boy, Hard Rock Casino Cincinnati, Oktoberfest Zinzinnati, Jeff Ruby Culinary Entertainment, Sports ETA, and Taste of Cincinnati, among others. In 2022, Game Day launched Cincinnati Fear, the city's first professional esports team.

**HEALTH CAROUSEL LLC**

Bill DeVille, Chairman and Co-Founder
3805 Edwards Rd #700
Cincinnati, OH 45209
www.healthcarousel.com
800-580-8239

Health Carousel LLC is a total talent management company with a leading portfolio of healthcare staffing solutions: Health Carousel Travel Network, Health Carousel Locum Tenens, and Health Carousel International. Founded in 2004, Health Carousel works to ensure every patient in the United States has access to a qualified healthcare professional, when and where they are needed. Their 650 administrative employees in six offices and remote locations work to deliver highly qualified healthcare professionals across a range of in-demand healthcare professions. They improve lives and make healthcare work better with almost 3,000 healthcare professionals currently on assignment in the United States and more than 9 million patients served since their founding.

**HEALTHWORKS**

Denise Flickner, Founder and CEO
4350 Glendale-Milford Rd., Suite 110
Blue Ash, OH 45242
www.cincyhealthworks.com
513-751-1288

HealthWorks is an independent, woman-owned company that has partnered with companies in all industries and sizes to design employee wellness roadmaps, providing real solutions that suit each organization's specific culture and wellness needs. Denise Flickner founded Healthworks in 1999, and her passion is at the core of their culture today. HealthWorks' mission is to build healthy worksites one employee at a time; their vision is to be the No. 1 trusted partner to every company who wants well-being to be a present state, not a future goal; and their purpose is to be passionate about empowering people to take charge of their health.

**HELIUM SEO**

Tim Warren, President and CEO
11500 Northlake Drive, Suite 125
Cincinnati, OH 45249
helium-seo.com
513-563-3065

Helium SEO is an award-winning and fast-growing Cincinnati-based digital marketing company that uses artificial intelligence to increase the qualified leads generated by its clients' websites. Founded in 2017, the privately-owned company builds SEO-powered websites from the ground up and employs over 60 full-time employees, with representatives in Alabama, California, Colorado, Florida, Georgia, Illinois, Indiana, Kentucky, Maryland, Massachusetts, Michigan, Ohio, South Carolina, Utah, and Texas. Helium SEO educates its clients on cost-effective budgeting for its services to ensure high-quality service at a fair price. In the last four years, the company increased its revenue by over 900 percent and aspires to reach \$100 million in revenue by its tenth year in business.

Goering Center for Family & Private Business

2022 Family & Private Business Awards

HONORABLE MENTIONS

2022 Family & Private Business Awards Finalists, we could not go without mentioning



HR ELEMENTS

Tina Taylor, President
hrelements.com
513-313-0501

HR Elements provides HR programs and services to businesses of all sizes. Their outsourced HR Management covers the day-to-day HR tasks, and their Organizational Development arm focuses on strategies needed to plan for business growth. They offer flexible, on-site, or remote HR guidance with SHRM-certified advisors. A team of HR professionals assist with every stage of the employee lifecycle, and organizational consultants pull back for a high-level view of what a company needs to be positioned for success. HR Elements serves Cincinnati, Dayton, Northern Kentucky, and now Florida.



INTERLINK CLOUD ADVISORS

Matt Scherocman,
CEO and Co-Founder
3510 Irwin Simpson Road
Mason, OH 45240
www.interlink.com
513-444-2020

Interlink Cloud Advisors has focused solely on providing exceptional support and solutions around Microsoft-based technologies since their inception in 2011. With their extensive knowledge, they educate and assist clients through their implementations and with improving their security posture. Interlink coaches clients through the complexities of Microsoft, including their licensing rules, bundled offerings, incentives, and funding programs. They educate and guide, so their clients avoid overpaying for licensing or purchasing unneeded technologies. Interlink is focused on quality 100 percent of the time – with their clients, employees, and communities. They help their community through The Daniel Beard Council, Ronald McDonald House, CancerFree KIDS, Cincinnati Works, Boy Scouts of America, and more.



KIRSCH CPA GROUP

John Kirsch, CEO
2 S Third Street, Suite 400
Hamilton, OH 45011
kirschcpa.com
513-858-6040

Kirsch CPA Group is a premier public accounting firm serving small and medium size businesses and nonprofits in Ohio, Indiana, and Kentucky. Their service to organizations is to meet their needs in accounting and payroll, tax advisory, audit and assurance, and business advisory. Their approach is to be forward-thinking, holistic, and results oriented. What began as a one-man CPA in 1991 has grown to a team of 46 members, with three partners and 22 CPAs. Kirsch CPA Group is one of the top 20 largest firms in the Cincinnati area and has been announced as a Cincinnati Business Courier's Best Places to Work Finalist for five years in a row.



KPG CREATIVE

Bob Kelly, President
and Executive Producer
5155 Financial Way, Suite 4
Mason, OH 45040
kpgcreative.com
513-701-6450

KPG Creative is an Emmy Award-winning video and event production company. Since 2002, KPG Creative has been working with leading businesses nationwide to tell their stories to diverse audiences. They are storytellers and show producers: they work with businesses to tell their stories in compelling ways that generate results. Their goal is to help businesses improve sales, increase market awareness, energize teams, celebrate success, and change perceptions. Their experience spans a wide range of industries, including manufacturing, technology, product distribution, insurance, medical, consumer goods, food, education, start-ups, non-profits, and automotive. Each business has a story to tell and an audience to engage – KPG Creative can help.



MEYER BROTHERS AND SONS

Dick and Joe Meyer, Co-Founders
2275 Millville Avenue
Hamilton, OH 45013
www.meyerbrothersandsons.com
513-863-9996

Meyer Brothers and Sons is a design, build, and remodel firm in the residential scene that has been in operation since 1978. Founded by brothers Dick and Joe Meyer, the business expanded when a third brother, Jerry Meyer, came on board. Currently owned by Rick Meyer, Joe Meyer, and Jeremy Culver, the business is passionate about quality craftsmanship and setting a higher standard for contractors. The company motto is "Our family helping yours," as they are a family that seeks to serve and positively impact others. Their desire is to execute every project throughout the Greater Cincinnati region with excellence – from design to completion of construction.



MODERN ICE EQUIPMENT & SUPPLY

Gary Jerow, CEO
5709 Harrison Avenue
Cincinnati, Ohio 45248
modernice.com
513-367-2101

Modern Ice Equipment and Supply Company, Inc. is the leading full-service supplier to the packaged ice industry, offering engineering, equipment, technical services, education, parts, and supplies. Established in 1968, Modern Ice provides their clients with a wide variety of products and services. Currently, the company has two main offices, a main warehouse, an education/training facility – Modern Ice University – and approximately 75% of their employees are in the Greater Cincinnati area. Modern Ice caters to everything from the ice merchandisers and bags seen at local stores to the advanced engineering and construction of plants that produce hundreds of tons of ice per day. They offer diversified solutions for packaging, refrigeration, ice production, automation, plant controls, and distribution technology.



NUVOODOO MEDIA SERVICES, LLC

Carolyn Gilbert, Founder and Owner
400 Pike Street, Unit 814
Cincinnati, OH 45202
www.nuwoodoo.com
888-986-6366

NuVoodoo Media Services, LLC was founded in 2010 and has worked with some of America's largest brands and media companies to deliver thousands of surveys, marketing campaigns, websites, and more. Everything they do for their clients is data-driven. The company provides innovative Research and Direct Marketing products that deliver results. Their research executive team has almost a century of collective experience in gathering and analyzing consumer data, allowing them to effectively help clients optimize products and shore up vulnerabilities.



PAUL HEMMER COMPANY

Paul Hemmer, Jr., President
226 Grandview Drive
Ft. Mitchell, KY 41017
www.paulhemmer.com
859-341-8300

Paul Hemmer Company has been a construction leader in the Greater Cincinnati region since 1921 and is a premier provider of construction services in the medical, distribution, manufacturing, office, retail, and institutional markets throughout the region. Clients trust Hemmer as their single-source for complete design and construction services, but Hemmer's knowledge and expertise also includes real estate development and finance, as well as building care and maintenance services. Hemmer's success lies in their ability to get the job done by managing and directing projects from the earliest conceptual idea through completion utilizing a fast-track approach – on time, within budget, and with Total Customer Satisfaction.



PERFECTION GROUP

John Albrecht, Owner and President
2649 Commerce Blvd
Cincinnati, OH 45241
perfectiongroup.com
513-772-7545

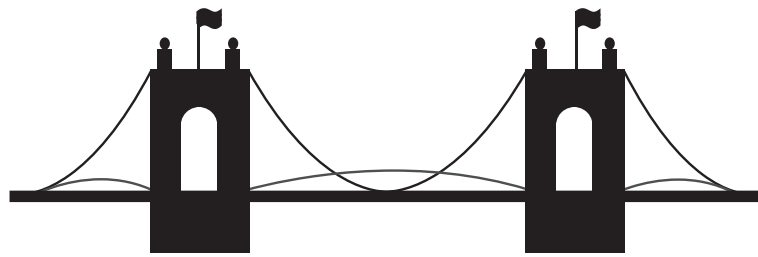
Perfection Group has been unwavering in the pursuit of "Perfection" since 1951. With decades of experience, investing in and mastering cutting-edge technologies, and with an active and involved ownership team, they have been able to successfully position themselves as experts in the industry. Their core business is to design, build, and install facility comfort systems that are efficient and healthy for the facility and its occupants. They offer personalized, high-quality service while delivering state-of-the-art facilities management technology. Their goal is to have a positive impact on the environment, specifically by minimizing the amount of wasted energy from commercial facilities, that will shape a better future for their associates, customers, and industry.



ROAD ID

Mike and Edward Wimmer,
Co-Founders
814 Washington Street
Covington, KY 41011
www.roadid.com
800-345-6336

ROAD ID is a family-owned eCommerce company that exists to save lives, provide peace of mind, and fuel adventure by improving the outcome of accidents and emergencies. Their products are wearable ID and technology that connect their customers with loved ones in emergencies. ROAD ID has positively impacted almost five million lives, with the goal of impacting over nine million by 2027. Founded by a father and son in 1999, the business has an established reputation for quality products, customer satisfaction, and unique employee benefits. They conduct ongoing initiatives, including donating a percentage of each order to charity, sponsoring 4 Paws for Ability, planting trees to beautify Covington, and Great American Cleanup participation.



Family & Private Business Awards

GOERING
CENTER | **2022**

JOIN US at Hard Rock Casino Cincinnati



The Goering Center's 23rd Family & Private Business Awards has been redesigned to create more excitement, more joy, and more connection, for old, new, and potential new members alike.

This region-wide event showcases the unique successes of Greater Cincinnati's family and private businesses that reflect our 10 best business practices and contribute to our economy and community growth.

Celebrate with Us!

Tuesday, September 13th, 2022
at Hard Rock Casino Cincinnati

Buy tickets at goering.uc.edu/awards

