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**Colton Groome & Company**  
Since 1950 Colton Groome & Company has provided clear strategies in a complex financial world. Colton Groome is a financial strategies and benefit planning company that assists business owners in establishing carefully constructed financial security and succession plans. Offices are located at 34 Orange St., Asheville. (828/252-1816, fax 828/254-5895) [www.coltongroome.com](http://www.coltongroome.com)

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Dixon Hughes is the largest public accounting firm in the Southeast. Its capabilities include accounting and auditing, tax planning and preparation, estate planning, litigation support, health-care consulting, financial services and general management consultation. Offices are located at 500 Ridgefield Court, Asheville. (828/254-2254, fax 828/254-6859) [www.dixon-hughes.com](http://www.dixon-hughes.com)

**First Citizens Bank**  
Established in 1898, First Citizens is the largest family-controlled bank in the United States. First Citizens' product array includes a full line of financial services such as personal and relationship banking, private client banking, investor and trust services and insurance services. Its main office in Asheville is located at 108 Patton Ave. (828/257-5744, fax 828/684-4329) [www.firstcitizens.com](http://www.firstcitizens.com)

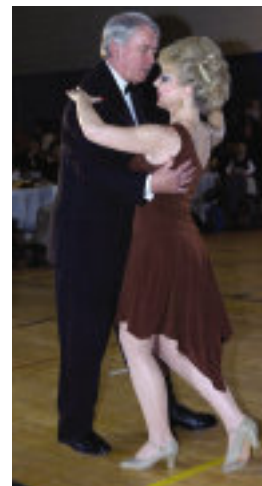
**McGuire Wood & Bissette PA**  
McGuire Wood & Bissette is the oldest law firm in Asheville with continuous practice dating to 1894. The firm is focused on the business, financial and litigation needs of its clients in Western North Carolina and across the United States. The firm is located at 48 Patton Ave., Asheville, in the Drhumor Building. (828/254-8800, fax 828/252-2438) [www.mwbavl.com](http://www.mwbavl.com)

## MEMBER NEWS . . .



**Jim Turner of Mills Manufacturing** participated and helped

**Lou Bissett of McGuire Wood and Bissett** is seen here dancing with Rhonda McKinney to raise money for The Reid Center. He will be offering a discount for dance lessons to members of the Forum.



make the Carolina Day School Annual Golf and Tennis Tournament a big success. Over \$18,000 was raised for student financial assistance.



**Tom Hunnicutt Jr.**, general manager of **Gasperson Moving and Storage**, was honored as Mover of the Year of the North Carolina Movers Association

held in Wilmington. "Moving in North Carolina is big business and accounts for a significant amount of revenue generated within the state," said Hunnicutt. Founded in 1985, Gasperson employs 35 workers, shipping both nationally and internationally.



**Henry Colton and George Groome of Colton and Groome Financial Services** are seen here celebrating Henry's 86th birthday.

### E-Mail Alert!

The Family Business Forum has begun to use e-mail as the official program registration. The forms are sent usually 3 weeks before the program is scheduled. If your e-mail changes or you have not received e-mail from us before, let Susan Maas know your correct address at UNC-Asheville (828-251-6527) or e-mail her at [smaas@unca.edu](mailto:smaas@unca.edu). By using this system, we can save on postage costs and be more efficient with RSVP responses. Of course, if you prefer regular mail, let us know and your registration will be delivered just as you like it!

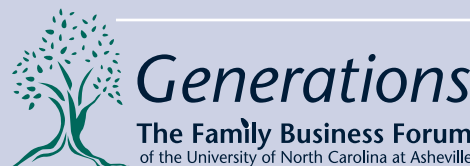
### UNCA Family Business Forum

Owen Hall, CPO #1800  
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# Generations

The Family Business Forum  
of the University of North Carolina at Asheville

Winter Thaw 2007  
Vol. 6, No. 2

## Coming Events

**Wednesday February 28, 2007**  
"Do We Sell?"  
8:00 to 11:00. Reuter Center,  
UNC Asheville

Ever think you have had enough of this? I am getting out! Come here the stories of selling the family business from members of the Forum. We will hear from Todd Morse of Chimney Rock Park, Neil Farman of Farman Custom Products, Bill Smith of First Citizens Bank, and Gerald LeVan of the LeVan Company.

We will begin at 8:00 am with a hearty breakfast at the Reuter Center on the campus the University of North Carolina Asheville. The meeting and panel discussion will follow at 8:30 and finish by 11:00. No lunch will be served in lieu of breakfast.



Todd Morse with Governor and Mrs. Mike Easley on the day of the Chimney Rock Park sale.

**Tuesday March 27, 2007**  
**Strategic Planning and Global Expansion Session**  
8:00 to 12:00. UNC Asheville  
Owen Conference Center, 3rd Floor

University of North Carolina Asheville Chancellor Anne Ponder will address our Family Business Forum. As community leaders and successful business owners, Chancellor Ponder wants to utilize your expertise to inform the strategic planning now occurring at the University. Share your thoughts on how UNC Asheville and the city can become more synergistic.

The second half of our meeting will feature Mr. Paul Samuels. Paul has worked at Kimmel and Associates for 20 years and decided to branch out to new waters. He will reveal the opportunities and pitfalls he has experience in starting a new business on an international level.

## From The Director

Our newsletter is meant to be a tangible asset to the members and sponsors with information that helps make your business better. I want to include a business book review in each issue. Then this idea began to take a life of its own. Since we have more fun when we learn from our peers, I invite you to submit a book review. Maybe the book was not the latest groundbreaking work of management, but instead gave you solid ideas you implemented and found successful. People want to hear what their peers are thinking, reading, and how they are improving business practices. It is surprising how many thoughts we do share and appreciate it when someone speaks up.

I look forward to hearing what you think or seeing the first book review. Until then, see you at the local book store. Happy 2007!

*Cindy*

Cindy Clarke  
Executive Director



## A Whole New Mind

By Dan Pink

Author Dan Pink writes that the future belongs to a different kind of person with a different kind of mind, people like artists, inventors, storytellers and caregivers. These left-brained people are the next business elite – the women and men who will power organizations. The forces of abundance, Asia, and automation are nudging the US into an era defined not by traditional "knowledge workers" but by creators and empathizers.

The US market place is full of abundance which changes business in many ways. How many cars do you own? There are more owned cars than licenses issued in our country. In fact, there is a new industry that is dedicated to our excess stuff. The storage industry spent 17 billion dollars in 2005 erecting buildings for our stuff.

Today, the thinking is just different. What was once thought to be a far out concept like yoga or meditation is encouraged by the conservative medical society to help reduce stress. Do you think your grandfather would leave gainful employment because it just did not fit who he really was inside?

Routine work has been disappearing in blue collar jobs, but now has begun disappearing in white collar jobs. For example, routine accounting procedures, reading X-rays, and preparing legal documents are being outsourced to other countries.

Since a person overseas can do your job cheaper, a computer can do your job faster it is imperative that we develop new commodities like novelty and nuance to compete.

There are six abilities that can put us back on field. One is "the story". Facts are free and everywhere. The accessibility of facts have made them less valuable. Thus, delivery becomes the selling edge. Customers will pay more for a story. This is how a family business can keep their advantage. The family has a story to tell which always more compelling than a corporate chronicle. Another ability to sharpen is the art of *empathy*. Logic is no longer enough of a sticking point. Great salespeople have great empathy. They are able to build relationships and loyalty with customers. It is impossible to out-source feelings, motives, and empathy. Finally, the last ability I want to cover is *meaning*. There is a natural affinity of meaningful work to family businesses. Having a fulfilling job contributes to job satisfaction and productivity.

Think, would a sculptor prepare other people's taxes on the weekends just for fun? It takes a balance of right and left brain. Now is the time to include the right brain. For more of the story and blueprint to a competitive edge in the market of abundance read *A Whole New Mind* by Dan Pink.

## Advisory Board

The current board members are:

### Mary Alice Arthur

Insurance Service of Asheville

### Jami Daniels

Daniels Graphics

### Harry Jackson

Advanced Business Equipment

### David Modaff

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Family Business Forum



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Visit our Web site at [www.unca.edu/fbf/](http://www.unca.edu/fbf/)

# Advanced Business Equipment

Since 1981, Advanced Business Equipment has provided a wide range of superior office equipment solutions to businesses and organizations throughout Western North Carolina. Harry Jackson started out in the office technology industry selling calculators and adding machines. The business equipment market dramatically changed with the advent of electronics and the computer era. Harry changed too, and he started managing dealerships throughout the South. He covered a vast territory and called on thirty-five dealers across three states. So when the opportunity to acquire the Minolta product line for Western North Carolina presented another prospect, he and his business partner Gene Sizemore created Advanced Business Equipment. In 2002, Mr. Sizemore retired and Harry became the sole owner. He is very hands on and runs the business today with his son, Kevin.



Kevin Jackson started out in the office technology industry in 1993 selling the Canon product line for Danka in Montgomery, Alabama. In 1995, Kinko's, known as FedEx Kinko's today, started selling outsourced printing to businesses. Kevin joined forces with Kinko's to become their business to business printing specialist. In 1997, Kevin transferred to Kinko's in Birmingham to focus primarily on their banking industry customers. Kevin is the Vice President of Sales and came to Advanced Business Equipment in 2002. With his background, he has brought a new angle to office equipment solutions. Since 2002, Kevin has helped the company sales grow in record numbers. From 2002 to 2003, sales grew 64%. From 2004 to 2005, sales grew 40%. And for the fiscal year to date, sales are already posting 28% growth. The company had a record year in 2006, and back to back record months the first quarter of fiscal year 2007.

When the company started there were only six employees. The current Service Manager, Tim Warren, has been with the company from that very first day back in 1981. Over the years, Advanced Business Equipment has grown to employ over forty people, with sixteen factory trained and

certified technicians, six account executives, two inside sales-representatives, an experienced management team, and qualified administrative and support staff. One of the pleasures that Harry receives from being a business owner is to give his employees the opportunity to provide for their families. He is very committed to his employees, and works diligently to position the organization for the future. Advanced Business Equipment feels that the employees make the organization successful.

Harry Jackson believes that businesses believe in local ownership. Advanced Business Equipment owns the land and the building where they are located on Sweeten Creek Road in Asheville. The facility houses two full showrooms and a vast warehouse for the equipment and supplies they sell and service. The company has succession plans in place to maintain the business as a family owned business. The focus will be on the customer for another twenty-six plus years, and not on shareholders. It is also a very important part of the company's history to give back to the community. The company is a generous supporter of many local and non-profit organizations.



The company, although considered a small business, operates much like that of a very large organization using many of the advanced tools that some of the larger conglomerates have to their advantage.



Advanced Business Equipment is a full factory authorized dealership for Canon, KonicaMinolta, Muratec and HP. We have the full support of the manufacturers we represent and we utilize all of the tools they provide to support our customers. On-line training, software, and technology are used extensively to operate like the biggest, but our focus remains to keep it

local and care about the customer. With the new generation of digital technology, Advanced Business Equipment has continued to expand their products and to add employees to their staff. The business started as the only factory authorized provider of Minolta equipment in Western North Carolina. Today the product lines include desktop printers, black & white and color copiers, multi-function fax machines, large production and wide-format printing, document management software and shredding solutions.

Back in the 70's Harry was told that the market would eventually be a paperless and people-less office. But that does not stop us because we do business with people. However, developing relationships is only one piece of the puzzle. There is a constant force to satisfy the manufacturer's expectations on volume and the number of units sold.

Before the digital age, the product lines were not changing as aggressively as they are today. Technology is constantly evolving at a very fast pace. The new technology provides opportunities along with challenges. In the old analog days, a copier was just something you could use to make a copy. A color copier was purchased just for color copying. But today, machines are multifunction devices that network print, scan to email, booklet fold, staple and hole-punch finish, print on different types of paper stock, print phenom-

enal color, and become the hub of your business. It took at least four pieces of equipment to do what one piece of equipment does today. The technology has made a dramatic improvement on copy quality. The expectation is that copies are to be as good a quality, if not better, than the originals. The reliability on one piece of equipment to be a multifunction device also puts a greater demand of workload on the equipment, which requires more from our service technician. The toolkit of the service technician has changed due to the many advances in equipment technology, and it is important for them to stay ahead of the evolving office. It is imperative to stay on the leading edge of the changes to accommodate customers with the right solution.

Advanced Business Equipment continues to grow because they train their employees, implement processes, and offer the number one and two manufacturers in the market. KonicaMinolta and Canon have made incredible advancements in technology to meet the challenges of the older analog equipment. They have paved the way and created the standards in providing the best copy quality, reducing the down time, and providing the most efficient and functional solutions for every business need. By providing these product lines Harry and Kevin keep the company focused on embracing the changes and keeping the business model focused on the top priority, customer service.

With the focus on customer service, Advanced Business Equipment is proud to have been awarded the coveted Pro-Tech Service Excellence Award for the past eleven years in a row. This award is earned by select office equipment dealerships in recognition of exceptional commitment to customer service and satisfaction.

The high demand of document management software today aligns Advanced Business Equipment with their customers as a consultant to their business and their needs. They do much more than sell and service the equipment, they partner with the customer to be more efficient with their workflow and to improve on their bottom line.

Over the past twenty-six years, the business equipment technology has continued to change. But the philosophy of Advanced Business Equipment remains the same; stay basic, stay consistent, and listen to the customers' needs. Harry always says that the key to our success is service and staying in front of the customer.

MISSION STATEMENT: To partner with your organization and continue our exceptional track record of providing total document solutions for over 25 years.

## Small Business and Technology Development Center

The North Carolina **Small Business and Technology Development Center (SBTDC)** was created in 1984 by the University of North Carolina System in partnership with the Small Business Administration (SBA). Serving all one hundred counties, The SBTDC provides small business owners (as well as start-ups) with a variety of services to help meet the challenges of today's business environment. There are 17 offices statewide, and each center is affiliated with a college or university. In Western North Carolina, we have two offices; our main office is out of the College of Business at WCU and our satellite office is in downtown Asheville. Our mission is to help North Carolina businesses grow, create new jobs, and be competitive in a global economy.

On a daily basis, we provide confidential one-on-one counseling sessions where we

listen to our client and assess their needs. Whether clients need a business plan; help in obtaining government contracts; R&D grants; assistance with export finance; or market research, our professional business counselors can help. While most of our services are at no cost, we do offer a few products designed to fit the needs of specific businesses such as strategic planning.

Have you ever thought about what strategic planning can offer your firm? If you're spending your day putting out fires, and always in crisis management mode, how can you plan for your company's future? Companies that grow and stay competitive in this global economy, plan for their future. They're not just sitting back with a more of the same attitude, hoping that it things will work out. The history of the textile, furniture, and tobacco industry in our state has taught

us that the sit and wait strategy doesn't work. And yes, strategic planning takes time, and time is money. But remember, the time you spend on creating a road map to get you where you want to go is an investment in your company.

If strategic planning is right for you in 2007, consider using an outside facilitator? It's very hard to lead a retreat AND be part of the process. AND, if you want to be part of the team that initiates change, you might try not wearing the boss's hat for a day or two. Remember, retreats provide one of the few times where viewpoints that would normally not be heard, get heard. Your team members' opinions are critical to creating future products and markets. If you've never gone off-site with your management team to develop a strategy, think about it in 2007, your competitors are.