



**Rich Snebold,
Co-Founder**

Rich dreamed for years of creating a "Resource Center" for family-owned businesses. Rich spent over thirty years as a managing partner in the financial services industry. During that time, he counseled many owners of family enterprises. As cofounder of the Family Business Center, he realizes his dream by strengthening family businesses.

Rich also co-founded The Family Firm Institute of Pittsburgh (currently The Family Business Roundtable).

He is a member of The International Family Firm Institute, The Institute of Management Consultants, Chairman of the Family Business Roundtable, and a member of the Society of Financial Service Professionals. Rich currently writes monthly articles for several regional and industry publications and he is a frequent speaker on family business topics in the region.

Rich graduated from Clarion University and served for eight years on the university's board of trustees.

David Dietrich, PhD

David understands firsthand what owning and managing a family business is all about, having grown up working in a business his father, uncle and grandfather owned and operated for 84 years.



David has a BSBA in Marketing / Management and holds an MBA and Ph.D. in international business. Before joining the Family Business Center, David spent 15 years working with small and medium size businesses developing domestic and international markets, strategic planning, family succession planning, and implementing e-commerce strategies.

In addition to his work with family businesses, David serves as a consultant to the State of Pennsylvania and Global Development Agencies in Washington DC for e-commerce and economic development projects.



Ronald A. Sofranko

Ronald A. Sofranko has been recognized nationally for his entrepreneurial spirit and business ethic. Once a former Executive at Exxon, Ron resigned his position to pursue a career of entrepreneurship and restaurant development. Over the past twenty years Ron has been involved in numerous business ventures. Ron's last company, where he was CEO/President and Chairman of the Board, opened six restaurants generating 12 million dollars per year. At this time he was responsible for 350 employees and an executive staff of 10. He managed an advertising budget of \$700,000 per year, oversaw a \$300,000 market research program, developed brands for retail distribution and established co-packers for production. Ron has been recognized as a Finalist for the Ernst & Young Entrepreneur of the Year Award, and has been featured on a CNN Entrepreneurial Special.

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"Rich Snebold's perseverance and professionalism were paramount in our decision to finally create an estate plan. His knowledge in his arena made us very comfortable."

-David Gordon, Vice President Davevic Benefits

"NexTier helped me to get a handle on checking, credit card management and a business line of credit. Now we're discussing benefit programs and other ways to attract and keep good employees."

- Dr. Jim Reed, Owner - Bakerstown Animal Hospital

Building Generations of Success



**THE FAMILY
BUSINESS CENTER™**

At NexTier

Advisors to Private and Family Businesses

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What is the Family Business Center?

The Family Business Center is an innovative resource for our region's family and privately owned businesses.

The Family Business Center strives to help businesses reach unprecedented levels of business success through comprehensive consultative services. The Center helps to manage and build businesses for both short and long term success.

By partnering up with local family business advisors, the Family Business Center tailors a program to meet the specific needs of the business.

The Family Business Center recognizes that business owners face many challenges and may not know where to turn for solutions. The Family Business Center offers a holistic approach to the challenges that family businesses face.

By matching up business owner challenges with solutions that meet those needs, the Family Business Center helps build better foundations for the future of the privately-owned business.



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Business Owner Challenges

Time Starved
Exit Strategy
Wealth Creation
Growth Strategy
Asset Protection
Family Communication
Cash Flow
Key Employees
Leadership Development
Banking
Taxes
Legal
EE Healthcare
Risk Management
Sales Training
Human Resource Issues
Estate Planning
Information Technology
EE Retirement Plan
Payroll
Franchises and Franchising
Charitable Giving
Courier Services



Diagnosis, coordination, and accountability bridges the gap between the challenges you face and the solutions you need.

Solutions

Coaching
Succession Planning
Wealth Management
Business Development
Professional Retirement Strategies
Family Mediation
Cash Management
Executive Benefit Planning
Leadership Training
Community Banking
Tax and Accounting
Specialized Law Firms
Health Benefits
Insurance Services
Sales and Marketing Training
Human Resource Consulting
Advanced Estate Planning
Technology Management
Professional Retirement Strategies
Payroll Solutions
Franchise Management Assistance
Abundant Endowment Program
Transportation Solutions

Results for the Client/Customer:

Simplicity—Saves Times
"Best of Class"

Peace of Mind
Efficiency