

*Planting
Roots.
Nurturing
Growth.*

FRESNO  **STATE**

Craig School of Business
Institute for Family Business



Institute for Family Business \$1 Million Endowment

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

Dedicated IFB Director

Online Learning Hub for Family Business Topics

National Family Business Conference Hosted at Fresno State

Academic and Industry Research

Next Generation Retreats, Networking and Professional Development

Scholarships for Students Involved in Family Businesses

Investment Opportunities

Contributions to the endowment may be made through a variety of means, including one-time donations of cash or stock, or multi-year pledges to IFB. Donors who contribute a minimum of \$50,000 over a five-year period will be

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

STAN OKEN



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

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

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

The Institute for Family Business Mission...

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

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

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

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

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

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

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

FRED RUIZ



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

**Institute for Family Business
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For more information, please visit
www.cvifb.org or call 559.278.5662.

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