

MEMBERSHIP BENEFITS



EMPOWERING & EDUCATING ENTREPRENEURIAL BUSINESSES

Family businesses and privately-held companies make up 80-90% of all companies in North America and are the backbone of our nation's economy. In fact, family-owned and privately-held businesses in the U.S. provide 65% of all wages and play a significant role in our local region.

The High Center strengthens families in business through succession planning, leadership training and legacy building.

www.thehighcenter.com



Members of The High Center have a unique opportunity to benefit from the collective wisdom of successful business owners and professionals in an atmosphere that encourages open discussion and exchange of ideas. The Center's programs are designed to address the unique concerns of family business owners and leaders.

We have found that certain businesses derive great benefits from membership. They are best described as:

- A member of a family or privately-held firm with one or more members of the family working in the business
- Committed to building a legacy
- Forward thinking: planning for the future
- Open to actively considering new ideas
- Committed to ongoing succession planning
- Problem-solvers
- Likely to seek outside resources to address a challenge
- Willing to devote time to address business and family challenges
- Looking to network with other business leaders

Become a member

For an application or for more information on our services and programs, visit www.thehighcenter.com. We look forward to speaking with you about how our Center can benefit your family business.

Schedule a time to discuss what membership can mean to your family business: email thehighcenter@etown.edu or call 717-361-1275.



VALUE OF MEMBERSHIP



THE HIGH CENTER
Partnering for Success
LEHIGH VALLEY

High Center dues per Company | annually:

\$2,200

High Center Peer Group Cost per Participant | annually:

\$700

Membership **INCLUDES** all the benefits below and more.

ESTIMATED VALUE:

AWARENESS

BEST PRACTICE SURVEY - The Center surveys key executives and owners, then prepares a written report and analysis of the results. This report is presented in a 2-hour session with those key executives and owners. It is offered once per year.

\$2,200

EXIT PLANNING SURVEY - How, as an owner, do you know if you are ready to move on from your company? This survey is a comprehensive and straightforward way to measure readiness. It can be taken once per year.

\$750

SALARY.COM - Subscription service comp analysis and market data for specific current local and regional job positions; a small fee may apply based on the company's request.

\$3,000

IBIS WORLD FINANCIAL REPORTS - We offer access to over 700 comprehensive industry reports which are excellent tools to not only understand your business more deeply, but also gain insights on other industries. These reports are updated 2 to 3 times per year.

\$2,800

EDUCATION

SPEAKER SERIES - The High Center speakers are some of the best in the country and our region. Jim Collins, Simon Sinek, Alan Mulally, Patrick Lencioni, John Maxwell, Dr. Henry Cloud, Anne Rhoades, and Mark Sanborn have headlined our Family Business Forum.

\$2,800

As a member, you receive two tickets to the Forum event hosted live at the Lancaster Marriott.

HIGH TALKS & HIGH NOTES - Database of short speaker videos and articles are available to members 24/7/365 on our website.

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CONTINUING EDUCATION DISCOUNT - High Center member company's employees qualify for a 10% discount on classes in Elizabethtown College's School of Continuing and Professional Studies, taken either in person or online.

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APPLICATION

PEER GROUPS - Our peer groups meet every other month for four hours and provide a facilitated environment to learn from other local family business leaders, more deeply understand your company's financial information and process issues with peers and facilitators. Our peer groups build personal awareness and create a shared sense of accountability.

\$15,000
(for 3)

BUSINESS RELATIONSHIPS - Many long-term friendships and trusted business relationships are developed between our members. In a peer group, a member said he saved over \$50,000 in benefits costs after having a buddy appointment with another peer group member who runs a health benefits consulting company.

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EXPERT ADVICE - Facilitators of our peer groups are selected based on their expertise in their respective industries as well as their ability to create interactive dialogue with participants.

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Additionally, twice a year, we highlight best practices identified by our peer groups. In these sessions, local experts join our peer groups to provide insights around topics such as budgeting, developing key performance indicators, hiring and retention, increasing sales and operational enhancements.

Estimated Value of Membership in excess of: **\$25,000**