

CREATE CONNECTIONS

NAVIGATE GOVERNANCE

ELEVATE LEADERSHIP

TOGETHER WE

2024



FAMILY BUSINESS ALLIANCE

ADVANCING FAMILY BUSINESS FOR SUCCESS

MEMBERSHIP OVERVIEW

2023
IN NUMBERS

173

MEMBERS

882

AVERAGE MONTHLY
WEBSITE VISITORS

1888

SOCIAL MEDIA
FOLLOWERS

93%

MEMBER
RETENTION RATE

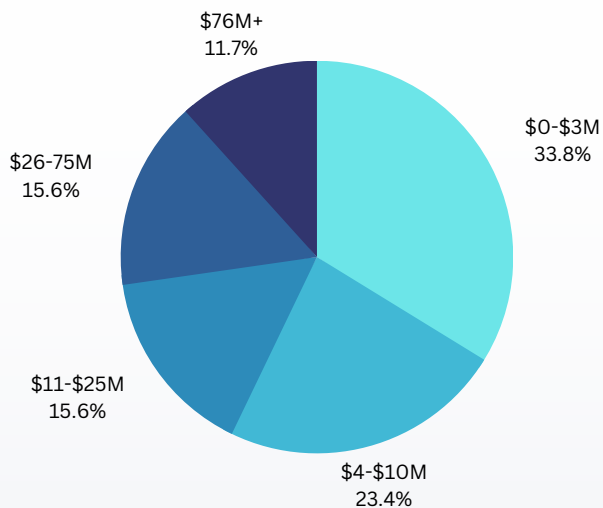
13

EVENTS
OFFERED

612

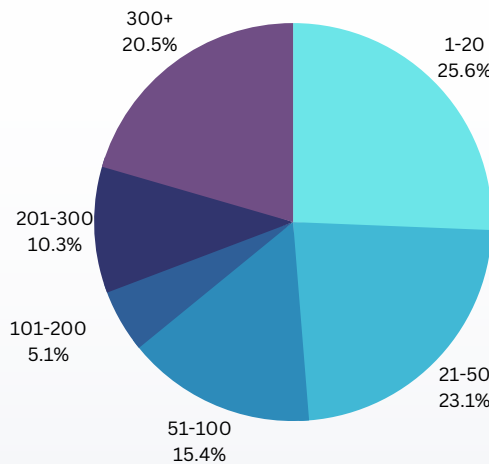
COMMUNITY
MEMBERS
ATTENDED
EVENTS

REVENUE



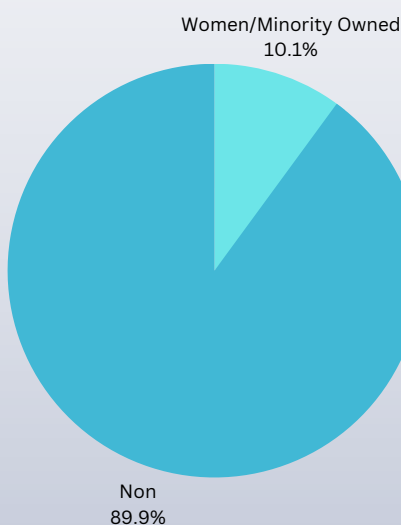
Based on responses from
48% of members*

NUMBER OF EMPLOYEES



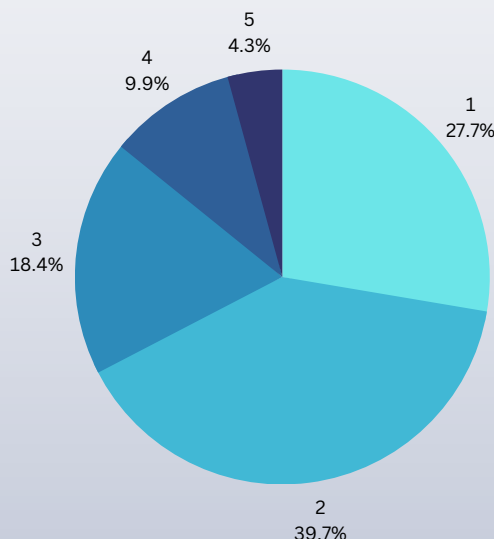
Based on responses from
25% of members*

OWNERSHIP DEMOGRAPHICS

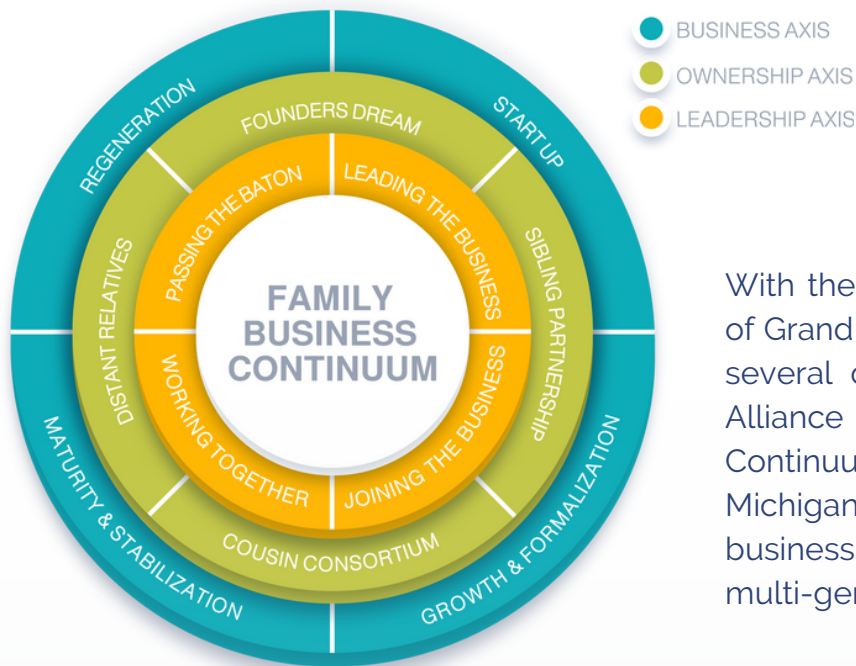


Total Membership*

GENERATION OF LEADERSHIP



Based on responses from
88% of members*



MEMBERSHIP OVERVIEW

With the help of Family-Owned Business Institute of Grand Valley State University and adaptations of several online resources[1], The Family Business Alliance has established a Family Business Continuum to help family businesses in West Michigan understand the distinct axes of the family business model and improve the opportunity for multi-generational success.

40%

FOUNDERS DREAM

Single owner control. Maybe 2nd, 3rd, or 4th Generation depending on the transfer of ownership and regeneration of business.

50%

SIBLING PARTNERSHIP

Siblings jointly own shares in the business. Leadership may be singled out to a primary family member.

16%

JOINING THE BUSINESS

Introduction of potential successor(s) to build professional, operational, and industry experience.

56%

WORKING TOGETHER

Next generation has its own visions and taking on mid-management roles. Focus on family governance and policies.

20%

PASSING THE BATON

Can span more than a decade as a succession plan is implemented. Each generation transitions to new roles both internally and externally.

6%

LEADING THE BUSINESS

Emerging leadership is held by one family leader or shared amount siblings. Oversees all strategy and operations.



BENEFIT LEVELS

Demonstrate your support of family-owned businesses while you create connections in the community. Together we can advance family business in West Michigan.

	PLATINUM* \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500
COMPLIMENTARY TICKET(S) FOR QUARTERLY EVENTS	8	4	2	1
PODIUM ANNOUNCEMENT AT EVENT	✓			
LEVEL RECOGNITION SIGNAGE WITH LOGO DISPLAY AT EVENTS	✓	✓	✓	Name
ORGANIZATION SHOWCASED ON WEBSITE WITH LOGO, LINK, AND DESCRIPTION	✓	✓	✓	Name
ABILITY TO HOST EDUCATIONAL WORKSHOPS	✓	✓	✓	
RECORDED VIRTUAL WEBINAR(S)	8	4	2	1
PEER GROUP SPEAKERS BUREAU	✓	✓	✓	✓
EDUCATIONAL CONTENT & EVENTS FEATURED IN NEWSLETTERS	✓	✓	✓	✓

The Platinum Level Guarantees Exclusivity by Industry

To secure an underwriter level, complete agreement and send to robin@fbagr.org.