

FAMILY BUSINESS CLUB NEWSLETTER



2024-2025 IN REVIEW

With the close of the 2024-2025 academic calendar, check out what the UNC Family Business Club has been up to all year!

2024 FALL SEMESTER

FALL KICK-OFF: PURPLE BOWL EVENT



The Family Business Club launched into the year with a Chapel Hill staple, The Purple Bowl. This event featured both catering from Purple Bowl and a presentation from their CEO, Paula Gilland, where 26 Students learned about her family business story and the importance of community. The executive team also welcomed students back with exciting updates for the fall semester.



THE PURPLE BOWL

"The Purple Bowl kickoff event was my favorite of the year—it was inspiring to hear Paula Gilland speak about the heart behind her family business and the journey of opening a new location. I loved tasting the açai bowls and engaging with the history and values behind the business of Purple Bowl—which made the event feel both personal and energizing. Moments like that remind me why I value the Family Business Club so deeply—it creates space for genuine connection, shared learning, and relationships that go beyond business." -Charlie Cochran, '23-'24 Marketing/PR Chair

VIRTUAL x IN-PERSON SONOCO FALL SPEAKER EVENT

Giuliano Rosas ('23-'24 Treasurer) and his mother, Alejandra Cabillon (Senior Director of Global FP&A at Sonoco), coordinated a multi-dimensional event in which President and CEO, Howard Coker, delivered a virtual presentation. Meanwhile, his daughter, son-in-law, and their daughter joined 21 students on campus. The club enjoyed learning more about Sonoco over Med Deli, a Chapel Hill favorite.





"The family business boot camp was a phenomenal opportunity to see how many paths there are in and outside of family business that emphasize the importance of professionalism with the understanding that the interpersonal relationships that make up a family are also important. Not only was it a great opportunity to network with leaders in the family business scene all across the eastern states, but also grow connections with other club members and our advisors. Each guest speaker presented a unique perspective and valuable insight to all different areas of business and seamlessly highlighted the influence of family in respective businesses along the way." -Samuel Coble, '24-'25 Treasurer

3RD ANNUAL FAMILY BUSINESS BOOT CAMP SERIES

Eight students took part in a four week session designed to cover three different aspects of family owned or private firms: non-family executives, family offices and M&A. We are thankful to Gary Monroe, Katherine Dunlevie and Jonah Pollone for their time in educating our students!

11TH ANNUAL FAMILY BUSINESS FORUM



The Family Enterprise Center recently hosted its 11th Family Business Forum—"The Power of a Clear Ownership Strategy"—at the Rizzo Center. Rich conversations, community-building, and the sharing of diverse experiences made this one of our strongest forums yet, with 15 family enterprises in attendance.

CAROLINA FAMILY WEEKEND

Carolina Family Weekend provided the center an opportunity to host an event in which the community could gather together. The event was centered around the Family Business Experience. Students, alumni, and families participated in a session on corporate strategy led by Andrew Boysen, Assistant Professor of Strategy and Entrepreneurship. Participants were also invited to a family business panel experience with multiple parent-children duos including Will Copeland (G4) and Ragan Copeland (G5) from Apex Nursery alongside Don Barnes (G2) and Trey Barnes (G3) from ALTA Foods.



FAMILY BUSINESS CLUB & SHUFORD PROGRAM COLLABORATION: GENERATIONAL ENTREPRENEURSHIP PANEL



This annual collaboration brought in entrepreneurs and father-daughter duo, Bill Harding and UNC alumna, Caroline McCroskey, to speak to students from both the Family Business Club and Shuford Program in Entrepreneurship about their business, Synergy Home Furnishings. They highlighted the trials, triumphs, and influence of the next-generation as it relates to their experience.



2025 SPRING SEMESTER

SPRING KICK-OFF: HR AND CULTURE DISCUSSION WITH CHRIS HIMEBAUCH

The club welcomed former CHRO and executive consultant at the Fresh Market, Chris Himebauch, to share his insights on HR and company culture. The Fresh Market was originally founded as a family business. Himebauch's presentation thoughtfully engaged the club while sharing his knowledge and expertise. As it was only fitting, the club enjoyed a Fresh Market catered meal during the discussion. New club president, Morgan Thompson, also provided an introduction to the club and shared promising updates for the spring semester.



"I loved his insights on the importance of a company's culture, mission, and values. His expertise and engaging approach made the discussion both informative, thought-provoking, and inspiring. His perspective on keeping valuable employees was especially impactful, providing us with significant knowledge about effective retention strategies, employee engagement, and fostering a positive workplace environment." -Morgan Thompson, '24-'25 President

SALISBURY TREK

The Spring Trek took the club to Salisbury, NC, for a three-part exploration of family business. Twelve students of all ages kicked off the day at an iconic North Carolina landmark: Cheerwine. There, G5 family member—and fellow Tar Heel—Carl Ritchie guided us through a compelling look at his family business's history, current operations, and future vision. Next, we refueled with a tasty lunch at the family-owned Go Burrito! before our final stop at PowerCurbers. President Stephen Bullock gave us an exclusive, behind-the-scenes tour of the facility and shared insights from his time with the company. Family Enterprise Center Director Lauren Willets and Assistant Director Chesney Maniaci joined the group for this memorable trek.

"I really enjoyed touring the PowerCurbers facility and seeing the behind the scenes of how their machines are made!" -Skylar Hernandez, First-Year at UNC-Chapel Hill

"Trekking to PowerCurbers in Salisbury was amazing. My family business has been a customer of theirs for 20+ years! At Cheerwine, I got to see real North Carolina culture!" -Ashton Hernandez, '24-'25 Secretary



END OF YEAR STUDY EVENT

In support of student's busy finals season, the Family Business Club provided private study space and tasty biscuits from North Carolina family-owned business, Biscuitville. Students were able to study while being in community.



2025 GRADUATION LUNCH



The center was honored to celebrate graduating seniors and MBA students over lunch. Family Business Focus certificates, for those who took both of the Family Business classes, were also handed out. CONGRATS SENIORS!

THANK YOU FOR A WONDERFUL YEAR!

FAMILY BUSINESS CLUB NEWSLETTER



2024-2025 IN REVIEW