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*Dedicated to Honoring and  
Educating Family Businesses*

*A continuing series of educational programs for family business owners*

## HOW ENTREPRENEURSHIP KEEPS FAMILY BUSINESSES COMPETITIVE IN A CHANGING BUSINESS ENVIRONMENT

Entrepreneurs organize and manage enterprises with considerable initiative and risk. Entrepreneurship can range in scale from individual projects to major undertakings that create new ventures and job opportunities. Whether it means developing new products and services or restructuring entire organizations, this important driver of change is necessary for accelerating economic growth. Exploring opportunities in the market place and using creativity and innovation to take advantage of those opportunities allows businesses to adapt and evolve in response to changing business environments.

Thank you for joining the Family Business Association and event sponsor Bank Gloucester for a buffet dinner at the Gloucester House as we explore how entrepreneurship can create a stronger future for new or mature businesses. Our panelists will discuss how personal entrepreneurial characteristics allowed their businesses to prosper through changing business cycles, strengthening local economies.

Our distinguished panel includes:

**Jason Maxwell** (Moderator), President, MassPay, Inc.  
**Brian Kelly**, President, Kelly Automotive Group  
**Michael Trigilio**, President, Associated Home Care  
**Doug Woodman**, President, Woodmans, Inc.  
**Maureen Woodman**, Director of Sales, Woodmans, Inc.



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**TUESDAY, AUGUST 7, 2012**  
**5:30 pm - 9:00 pm**

**Gloucester House Restaurant**  
**63 Rogers Street**  
**Gloucester, MA**

**SCHEDULE:** 5:30 pm - Registration  
6:00 pm - Buffet Dinner  
6:30 pm - Panel Presentation

For more information about the Family Business Association please visit [www.fbaedu.com](http://www.fbaedu.com).

Presented by the Family Business Association (FBA)



Hosted by



BankGloucester was founded in 1887 as a cooperative community bank to serve the people of Cape Ann. Since that day the bank has grown considerably, both in size and in product offerings. Yet the commitment to quality customer service remains the cornerstone of BankGloucester.

BankGloucester remains committed to offering products in a highly personalized way. The bank's service representatives get to know their customers on a one-to-one basis, making BankGloucester the bank where you are recognized and have a name.

BankGloucester understands business owners face many challenges. The commercial lending team at BankGloucester is dedicated to helping business customers be more successful, with cutting-edge products, competitive rates and superior customer service.

Because the decision makers at BankGloucester know and understand the local market, you can expect highly personalized service and fast responses. At BankGloucester, these are service standards - not a goal.

## HOW ENTREPRENEURSHIP KEEPS FAMILY BUSINESSES COMPETITIVE

### MODERATOR:

#### Jason Maxwell

*President*

*MassPay, Inc.*

After working for two Fortune 500 Payroll companies, Jason realized what was lacking in the payroll industry was true client focus. MassPay was founded in 2004 to offer small business owners an alternative to large, multi-national payroll companies. Since 2004, MassPay has grown exponentially and in 2010, despite facing a down economy, Jason seized the opportunity to expand his product line and now offers a full suite of services including payroll, insurance and time attendance solutions. MassPay focuses on building efficiencies and creating a more personal client experience. Two years ago, Jason and his team established Fed Up With Cancer, a non-profit fundraising effort to support cancer research and prevention.



### PANELISTS:

#### Brian Kelly

*President*

*Kelly Automotive Group*

Brian is a second generation auto dealer with more than 46 years of experience in the automotive retail industry. Starting out sweeping floors and washing cars at his father's dealership, Brian learned that honest sales and excellent service is the key to a successful business. The Kelly Automotive Group now consists of seven stores located on the North Shore. Brian is always looking to grow his portfolio of franchises to offer his customers a variety of quality products from which to choose. In managing Kelly Auto today, he is involved in real estate acquisitions, building projects, and giving back to the community. Brian is a member of the National Automotive Dealers Association, the Massachusetts State Automotive Dealers Association, the American International Automobile Dealers Association, and has an Honorary Business Degree from Endicott College.



#### Michael Trigilio

*President*

*Associated Home Care*

Founded in 1991, Associated Home Care (AHC) is committed to providing the highest level of assistance in all aspects of home care. Mike began working with AHC in 1993 and purchased the business from his mother in 2005. He has designed and implemented internal computer systems to manage all operations of the business including scheduling, payroll and billing, and has been instrumental in securing new business and creating new opportunities for AHC. In the last seven years, the number of clients has increased by 844%. The company has also seen a 284% increase in the number of employees, an increase of 222% in hours of service provided to clients, and an 81% increase in the number of cities served. Mike's long term goal is to provide comprehensive solutions for elders.





**Doug Woodman**

*President & Co-CEO  
Woodman's, Inc.*



Woodman's was founded in 1914 and is credited with the invention of the fried clam, which was originally made outside in an iron kettle over an open fire. The youngest grandchild of "Chubby" and Bessie Woodman, Doug represents the third generation of Woodmans, working alongside his siblings Patti, Judi, Cynthia, and Steve. Woodman's now employs up to 200 employees during the busy season, of which 27 are extended family members. Doug has worked in all aspects of the business since early childhood, including Doug's Roast Beef at the age 17. He graduated from the University of New Hampshire Hospitality School 1980, and is currently responsible for all Financial and Operational areas and revenue centers.

**Maureen C. Woodman**

*Director of Catering Sales  
Woodman's, Inc.*

Maureen began working the kitchen-bar at Woodman's at the age of fifteen. Like her husband Doug, she has worked in all areas of the business, and was mentored by her mother-in-law, Virginia Woodman. She moved into the Catering Sales Department in 1997, where she looked for growth through new menu items. After including fried clams on the catering menu in 2008, they are now included in one third of all catering orders. Maureen also worked with the Massachusetts Film Office to negotiate the on-site filming of the 2010 movie "Grownups." She currently serves on the Board of North Shore Chamber of Commerce, and she is a co-founder of the Mr. & Mrs. L. Dexter Woodman Scholarship Fund. In 25 years, the Fund has raised more than \$2 million and given out over 100 scholarships.

**FBA CHAIRPERSON:**

**Al DeNapoli, Esq.**

*Co-Founder  
Family Business Association, Inc.*



Al is a member of Tarlow, Breed, Hart & Rodgers, P.C. He concentrates his practice on all areas of civil litigation, having tried numerous cases before judges and juries. He has a broad depth of experience in family and probate law, and is the chairman of the firm's Hospitality Practice Group. Al is also Past National President of the Commission for Social Justice (2003-2007), the anti-defamation arm of the Order of the Sons of Italy in America. He is the past (1999-2003) and present (2009-2012) Chairman of the Massachusetts Commission for Social Justice. Al was named 2010 Business Person of the Year by the Neponset Valley Chamber of Commerce.

The Family Business Association is the leading independent non-profit organization serving family business enterprises. It provides educational programming and a forum for these businesses to collaboratively exchange knowledge and experience. The Family Business Association is dedicated to the recognition and implementation of best business practices and ethical standards among these enterprises.

Please visit our website at  
[WWW.FBAEDU.COM](http://WWW.FBAEDU.COM)



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[www.fbaedu.com](http://www.fbaedu.com)

## 2012 CALENDAR OF EVENTS

The Family Business Association is proud to offer many educational events each year.

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| April 17 | Suffolk University & FBA Joint Symposium – Best Practices for Family Businesses |
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| May 10 | SNEEF & FBA Joint Symposium – Innovation & Family Business |
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| May 12 | Boston Symphony Orchestra – Tribute Night |
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| May 31 | Fidelity Charitable, Hemenway & Barnes, LLP & FBA Joint Symposium – Businesses Can Do Well by Doing Good |
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| June 21 | Webster Bank, Dunn Rush & Co. & FBA Joint Symposium – Keeping It In the Family: Multigenerational Family Business Issues and Solutions |
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| August 7 | Bank Gloucester & FBA Joint Symposium – How Entrepreneurship Keeps Family Businesses Competitive in a Changing Business Environment |
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| September 27 | Boston Private Bank and Trust Co. & FBA Joint Symposium – Understanding the Impact of an Election Year on Businesses, Their Customers, and the Bottom Line |
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| October 25 | Family Business Association Awards for Massachusetts 2012 |
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Please visit our website at [www.fbaedu.com](http://www.fbaedu.com) for more detailed information about each event as it becomes available.