

BUSINESS NOTEBOOK

Family owned businesses and your community

submitted by
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Family businesses greatly impact the community.

I know this first-hand as a former family business owner in business with my parents and wife.

Family businesses tend to me more involved in giving back to the community, such as helping out with local events and fundraisers. People who live and work in their own backyard tend to give back to their own backyard.

I believe family business owners strive to shop and buy locally. They patronize local retail stores and services and deal with other local businesses.

Many owners also encourage their employees to shop locally. This, in turn,

helps stimulate growth in the local economy.

I think there's a presence of the family at these family-owned businesses that motivates consumers to shop there.

Personally, I always enjoyed shopping at Stockburger, knowing someone from the family would be available for questions.

You receive this same experience when dealing with George Leck & Son.

If you need anything, there is always a Leck in the office.

Tina Leck also sits on the Board of Directors of the Newtown Business & Profes-

sional Association and runs some of our events. She is tremendously involved in

the community, going back to what I previously mentioned about family businesses and community involvement.

In general, I think most of the general public dislikes change and family businesses tend to last longer.

I think this is because they have a vested interest in their businesses, not just financially, but also emotionally.

Unlike paid employees who leave their jobs at the end of the day and go home without thinking about their jobs, family-owned businesses live and breathe their businesses day and night.

They go home and talk about it at the dinner table and before they go to sleep.

This is not a job to them; it is their lifestyle.

Therefore, family businesses tend to have a longevity you won't find at other businesses.

They also have a lower turnover of employees since they are often run by family members.

It's important that people patronize local businesses because Corporate America is taking over and if we allow it to, we will lose the personal experience of dealing with people who have a vested interest in their business.

Overall, families who have successful businesses have a passion for their business that is overwhelming, which is instrumental in ensuring all family members interact well together and get along for the good of the business.

I'm proud to say that there are many successfully run family businesses in Newtown and that they have grown and prospered over the years.

This is a great achievement for them and a great asset to our community.