

The Family Business Forum presents:

# Connection Seeing Greater Possibility

Featuring Andrew Cornell  
CEO, Cornell Iron Works

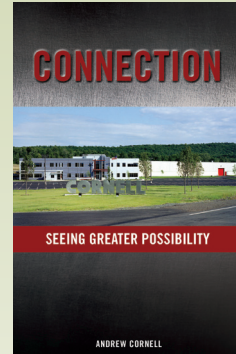
Thursday, January 19, 2012

5 p.m. - 7:30 p.m.

Presentation will begin promptly at 5 p.m. - Reception to follow

Sheehy Farmer Campus Center, King's College

RSVP by January 12



### Forum Members

American Asphalt  
A. Pickett Construction  
A. Rifkin Company  
Barth Packaging  
Benco Dental  
Clifford Auto Center  
Concrete Steps Units  
Corcoran Printing  
Cornell Iron Works  
Cornell Storefront Systems  
Craft Oil Corp.  
Dempsey Uniform & Linen  
DG Yuengling & Son  
Eastern Penn Supply Co.  
Gemark Service Corp.  
Gerrity's Supermarket  
Gertrude Hawk Chocolates  
Guyette Communications  
Harrolds Pharmacy  
Highlights for Children  
Hildebrandt Learning Centers  
Jack Williams Tire Co.  
JDK Management  
Joyce Insurance Group  
Kane is Able, Inc.  
Knowlton Construction  
Leeward Construction  
Linde Family Business  
Mentoring Program  
Louis Pagnotti Inc.  
L.R. Costanzo, Inc.  
Maslow Lumia Bartorillo  
Masters Concrete Products  
Mericle Commercial  
Real Estate Services  
Metz Culinary Management  
Nardone Consulting  
PFG  
Power Engineering  
Reilly Associates  
Riggs Asset Management  
R. J. Walker  
Ruckno Associates  
Santarelli Concrete  
Sordoni Construction  
Services  
Stephens Pharmacy  
Straub Metal  
Times-Shamrock  
Communications  
Top Notch Distributors  
Woodloch Pines



Andrew Cornell will discuss Connection, a book he wrote for associates, translating the importance of success - in fact the "fierce resolve to succeed" at Cornell. As the company grows, explaining the system and culture becomes more important. The purpose of the book is to impart the thinking and values of the company to help employees excel.

Andrew notes "Connected employees have greater satisfaction and they are the backbone of very effective companies. Having the maximum number of associates feel this way as they drive for ever more challenging and satisfying results is our work. **How else but through connected associates do we create connected customers and shareholders?**"

The purpose of the program is not to sell participants on Cornell's culture, real or perceived, but rather to get FBF members to think deeply about their culture. Subtle forces and behaviors shape employee perceptions of what business owners want. Unintentionally, we often undermine the very culture we say we are striving for. Come to this program so see firsthand how one company has tried to put specifics to its culture for the betterment of customers, employees and shareholders. Great culture isn't about having bake sales and building houses for the homeless. For us it is about driving for an ever better result. Regardless of the culture you want, this program will give you will interesting ideas about how to reinforce it.

**About Cornell Iron Works:** Founded in 1828, Cornell manufactures safe and secure Overhead Door and Closure Products including rolling (coiling) doors, fire rated door systems, counter doors (shutters), security grilles and side folding accordion products for emergency response, code compliance, access control, security and environmental separation. ISO 9001:2008 registered, Cornell's products are designed for commercial, industrial, institutional and retail use, with customers and distribution covering North America and beyond. Manufacturing and corporate offices are located in Mountaintop, PA, with 300 employees in over 185,000 square feet of facility space. An additional 270 employees are located at operations in Gastonia, NC, and Phoenix, AZ. Andrew is Cornell's seventh family President.

Register by email to Patrice Persico: [patricepersico@kings.edu](mailto:patricepersico@kings.edu) or fax (570) 208-5989  
Phone: (570) 208-5972 Visit: [www.kings.edu/fbf](http://www.kings.edu/fbf)

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Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Attendees: \_\_\_\_\_

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