

## *Increase Performance & Results*

You can measurably improve employee and management performance with well-designed management training and development programs.

Family owned businesses and entrepreneurs especially benefit from practical, hands-on training and coaching programs Rudy Neufeld will develop and help you implement.

## *Examples of Rudy's Training Programs*

- Coaching for Improved Employee Performance
- Team Building for Exceptional Business Results
- Effective Communication Skills for Management
- Engaging Employees in the Company Vision
- New Supervisor Skills for Success
- Building Customer Loyalty

## *Unique Features of Rudy's Training & Development Programs*

- Targeted focus on your company and industry
- Customized take-home learning materials and training guides for continual staff development
- Results that improve your bottom line

*In good times or bad, investing in the employees who help you manage your business is the wisest investment you can make. The payoff is both immediate and lasting.*

*“We didn't have the in-house resources or expertise needed to develop the business and people skills of our young management group in our highly competitive industry. Rudy created training programs to specifically address our most critical needs. We saw definite improvements in customer and employee satisfaction. Sales and profits improved. So did our management team. We are a better, stronger company today.”*

Lorraine Salazar, Sal's Mexican Restaurant  
(Selma, Fresno, and Madera)

- Two of Rudy Neufeld's clients have been recognized as **“Family Business of the Year”** by California State University, Fresno's Institute for Family Business and *The Business Journal*.

- Two other clients were runners-up. One of them also received a **“Central California Excellence in Business Award”** sponsored by *The Fresno Bee*.

Want to talk in confidence about your special business issues and concerns?

Contact Rudy Neufeld to arrange a **complimentary, no obligation** visit.

# *Rudy Neufeld*

*Key Advisor & Resource for  
Family Owned Businesses &  
Entrepreneurs since 1997*



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Articles, Stories and Updates  
about Family Business at

**[www.RudyNeufeld.com](http://www.RudyNeufeld.com)**

## *Rudy Neufeld*

Rudy Neufeld is an expert advisor and consultant to family businesses and entrepreneurs. His practice and passion are focused on “keeping the family business healthy” and positioning it for future success.

Rudy has worked with senior management and owners of hundreds of Valley companies for 35 years. He understands the distinctives of family business. His business advisory, leadership development and management training services are specifically designed for family owned companies.

**Family business owners and entrepreneurs need an objective, knowledgeable “sounding board.”**

Rudy Neufeld’s many years experience with a wide range of family businesses and entrepreneurial companies has equipped him to understand their challenges and concerns.

## *Helpful*

*“Rudy guided and encouraged our family through management and ownership transition to the next generation. He saved us from a serious partnership dispute. Now, 11 years later, we still call on him from time to time. He’s easy to talk to and wonderful to work with.”*

- Karen Webb Johns, 3rd generation President  
Webb and Son [Industrial Contractors]

*Family businesses often fail in the 5 years before or after leadership transition. Founders and their successors devote their lives to building a profitable, successful enterprise. Still, only 30% survive to the 2nd generation and just 12% to the 3rd.*

*Family dynamics, next generation issues, family-first decision making and failure to coordinate the needs of both family and business all contribute to decline and failure.*

## *Examples of Rudy’s Advisory Services*

- Next-generation leadership and management development
- Learning to manage conflict while improving relationships
- Practical work-related codes of conduct
- Helping families reach consensus regarding business and estate plans
- Buy/sell drafts using plain English and specific “what if” examples which are easily understood
- Assisting families and their financial and legal advisors with the creation of realistic agreements that will actually be implemented
- Financing and purchasing family businesses

## *Knowledgeable*

*“As the senior non-family executive in a family company, my responsibilities include ensuring business success as well as supporting family initiatives. Rudy Neufeld has been invaluable helping me understand the unique qualities of family business and how I can contribute to its continuity. What I most appreciate is having someone to talk with who truly understands both business and family issues.”*

~ Rick Skaff, Executive Vice President  
Woolf Farming and Processing [Agri-Business]

## *Experienced*

As Family Business Services Manager for Baker, Peterson & Franklin LLP for 6 years, Rudy produced 20+ workshops on leadership and performance excellence as well as family business issues. He met with and studied 150 top applicants for the **Central California TOP FIVE BUSINESS AWARD** programs. More recently, Rudy hosted **CEO Forum** for new leaders and next-generation family business successors.

Rudy’s earlier business experience includes 10 years commercial banking and 9 years sales for Xerox. Rudy served as a board member of **California State University, Fresno’s Institute for Family Business**. He speaks to financial, legal and insurance advisors, bankers and business groups about family business matters. His articles and columns about family business have been published locally in **Agriculture Today** and **The Business Journal**.