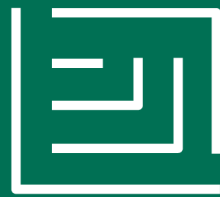


University of Vermont - Grossman School of Business
10th Annual



**SCHLESINGER GLOBAL
FAMILY ENTERPRISE
CASE COMPETITION**

January 11 - 14, 2023



WELCOME

It is my pleasure to welcome you to University of Vermont, Grossman School of Business's Schlesinger Global Family Enterprise Case Competition (SG-FECC); the first, and the largest case competition in the world solely focused on the issues surrounding family businesses. This is the tenth edition of the global competition. After hosting this competition virtually for two years, we are thrilled to welcome everyone back to beautiful Burlington, VT. This year we welcome 19 undergraduate and graduate teams to UVM; many of whom I'm delighted to note are returning for this unique competition.

The ongoing success of SG-FECC is a testament to all of our guests and participants, each playing a valuable part to ensure such a memorable experience. Our goal is not only to host a dynamic competition that stretches, challenges, and inspires students, but to also provide a setting that encourages the sharing of knowledge while forging deeper relationships and networks that strengthen and promote the understanding of family business.

Thank you to all of you for bringing your unique worldviews and family business expertise to the competition. I'd also like to thank all of our sponsors and those involved with making SG-FECC such a success over the years. We couldn't do it without you.

Good luck in the competition!

Sincerely,

Acting Dean Barbara Arel



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- 16 Undergraduate Teams
- 20 Graduate Teams
- 24 Sponsors



ORGANIZING TEAM



STUDENT ORGANIZERS (L-R)

Peter Moiseyev
Zoë Macdonald
Noel Desmarais
Ethan Ryen
Jane Steadman
Drew Bates

Molly Feeney
Anne Skudera
William Tessmer
Dante Blasi
Hannah Bohmann

FACULTY AND STAFF



Faculty & Staff (L-R)

Colleen Goodhue, Thomas Chittenden, Kayla Dewey,
Alex White, Emily Hayes, Pramodita Sharma



The Grossman School of Business is accredited by AACSB International, the Association to Advance Collegiate Schools of Business. AACSB accreditation is the hallmark of excellence in business education and has been earned by fewer than 5 percent of the world's business programs.

SENIOR LEADERSHIP COMMITTEE



Drew Bates

*Senior Media &
Communications Chair*

Drew is concentrating in Marketing and Business Analytics with a theme in Sustainability. She is President of the Grossman Student Advisory committee, a group that organizes events for students such as the "Professional Business Attire event" that provides students access to affordable and quality professional attire. She is also lead TA for core business courses, and General Manager of the UVM Collegiate climbing team, leading and competing in the collegiate circuit at the National level. Outside UVM, Drew works in the fulfillment department at Skida, and will be starting an internship with Mammut in the Spring. She hopes to incorporate her passions for the outdoors and a business degree to push the outdoor industry towards sustainable change.

Noel is a Senior studying Computer Science and Information Systems. He serves as a teaching assistant for three computer science courses including Advanced Programming and a data structure and algorithm implementation course. Noel uses the business side of his degree to analyze complex consumer problems and create targeted and innovative solutions. He is currently working with a small team to develop an iOS application for the University of Vermont Medical Center which helps educate seniors on preventing injury from falling and tracking their fall history. Upon graduating from the University of Vermont, he hopes to pursue a career in software development.



Noel Desmarias

*Senior Media &
Communications Chair*



Molly Feeney

*Senior Social Events &
Logistics Chair*

Molly is a driven and hardworking senior concentrating in Accounting and minoring in Green Building & Community Design. This upcoming summer she will be an Audit intern at Ernst & Young's Boston office before completing her Masters of Accountancy at UVM to become a CPA. When Molly is not in the classroom, she can be found skiing, diving on the UVM club team, or exploring the beautiful state of Vermont.



Zoë Macdonald

*Senior Judge Selection &
Sponsorship Chair*

Zoë is an impact-focused senior concentrating in finance and a theme in global business. Zoë is also a teaching assistant for the Sustainable Innovation MBA, Co-President of the Grossman Undergraduate Case Competition Committee, and a member of the Grossman Student Advisory committee. She is passionate about learning the ways in which finance can help to further net-zero goals and aid in the transition to renewable energy technologies. Zoë hopes to use her degree to help create a more equitable and sustainability focused marketplace.

Anne is studying Business Administration and Psychology at UVM. Passionate about problem solving and driving insights from data, Anne also recognizes the human aspect of business. While completing two internships, Anne has had the opportunity to branch her passion for analytics and people management. As a Data Specialist Intern at Definitive Healthcare, she ensured the validity of commercial healthcare data to better inform clients' segmentation strategies. While working as an Area Manager Intern at Amazon, Anne oversaw package sortation and drove outbound process improvement initiatives. Following graduation, Anne is pursuing a career in Supply Chain.



Anne Skudera

*Senior Judge Selection &
Sponsorship Chair*



William Tessmer

*Senior Competition,
Recruitment, & IT Chair*

William is a highly motivated and opportunity driven junior who is concentrating in business analytics with a theme of global business, while pursuing minors in computer science: information systems, and in sports management. William is also the President of the Family Business Club, the lead teaching assistant for a core business class, while also representing the Grossman School of Business at case competitions. He aims to use his degree to be employed by a firm that values collaboration and innovation, ideally working in a product management role centered around data analytics and analysis.

ORGANIZING TEAM

JUNIOR LEADERSHIP COMMITTEE



Hannah Bohmann

*Junior Media &
Communications Chair*

Hannah is a creative, passionate, and focus driven junior concentrating in marketing with a theme of entrepreneurship and a minor in applied design. She is currently interning at Pivot Marketing doing design work using programs learned in her applied design course to make ads for a variety of companies. Hannah is a founding member of the Delta Sigma Pi chapter at UVM as well as a club member of Women in Business. Being a woman in business, Hannah is passionate about equality and equity within the business environment and Hannah plans to continue in the digital media space as she learns more about marketing and design.

Dante is a junior concentrating in business analytics with a theme in entrepreneurship and a minor in computer science. Outside the classroom, Dante can be found perfecting his skiing stance on the slopes and playing guitar. He has experience in a variety of business fields and coding languages and hopes to apply this knowledge at a forward-thinking company in a team environment or management role. Dante's future goal is to dynamically solve internal operations problems at a major firm or start his own consulting firm.



Dante Blasi

*Junior Competition,
Recruitment, & IT Chair*



Peter Moiseyev

*Junior Judge Selection &
Sponsorship Chair*

Peter is an entrepreneurially minded sophomore concentrating in finance with a minor in economics. At the Grossman School of Business, he helped found the Catamount Innovation Fund, a student-run organization that incubates student-run businesses with capital and consulting services. He serves as marketing director for this group. He is also a serving member on the executive board of Alpha Gamma Rho, a social-professional fraternity oriented around agriculture, sustainability, and professionalism. Following his college education, Peter seeks to join the Finance industry with a track towards venture capital. By investing in sustainable companies that aspire to make the world better, he hopes to make a long-lasting positive impact on people and the planet.



Ethan Ryen

*Junior Judge Selection &
Sponsorship Chair*

Ethan is a sophomore concentrating in business analytics with a theme in global business. He is serving as a Junior Lead Coordinator for the Judges and Sponsorship sub-committee in the SG-FECC planning committee where he assists in selection and outreach for judges and sponsors. In addition, he serves as Vice President and Secretary of the UVM chapter of Alpha Gamma Rho. As the Vice President and Secretary, he works alongside the President and other executive board members in setting timelines and ensuring all goals are met. He looks forward to doing further analytical work and using research and knowledge to create sustainable processes and utilizing innovative thought to create value for organizations.

Nicole is a junior concentrating in Accounting with a theme in Sustainable Business and a minor in Nutrition & Food Sciences. With a strong work ethic, Nicole is a dedicated student and aspires to pursue a meaningful career in the field of accounting. She looks to gain hands-on experience in the field through an internship at a local firm this summer before pursuing a CPA designation with the ultimate goal of helping local/family businesses thrive. Nicole is a Teaching Assistant for a core business course and a member of the Accounting Club. When not in the classroom, she can be found hiking and enjoying the beautiful scenery Vermont has to offer.



Nicole Sobczaak

*Junior Competition,
Recruitment, & IT Chair*



Jane Steadman

*Junior Social Events &
Logistics Chair*

Jane is a hardworking and passionate junior at Grossman concentrating in Accounting with a theme in Global Business. Jane was born and raised here in Vermont along with her three siblings and aspires to apply her degree to give back to the community. After completing her bachelor's degree, Jane plans on pursuing a master's degree through UVM's Master of Accountancy program (MAcc) and becoming a CPA. Outside of Grossman, Jane enjoys travel, baking, playing piano, and skydiving.

ORGANIZING TEAM



10 YEARS OF SG-FECC

SG-FECC WELCOMES

96 COMPETITORS AND COACHES

56 JUDGES

43 GROSSMAN STUDENTS

19 TEAMS





SCHLESINGER GLOBAL
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CASE COMPETITION

10 YEARS OF

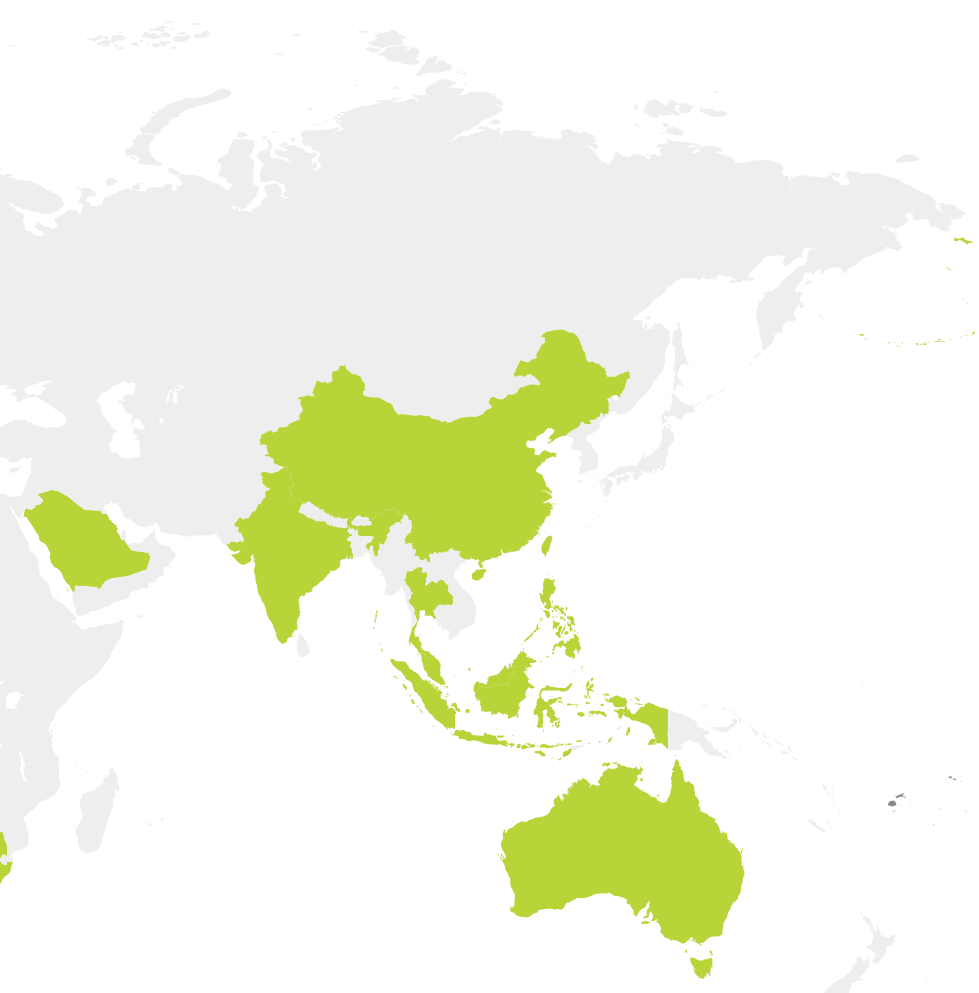


30
COUNTRIES

821
COMPETITORS

A GLOBAL EVENT

OF SG-FECC



219

STUDENT TEAMS

582
Judges

341

UVM Student
Organizers &
Competitors

ESTABLISHED IN

2013



"This competition is really a learning platform, not only for students but also for coaches and every person that is involved in it. Students get along with everyone, they don't feel it as a competition where they can't get along with their "rivals", but more as an opportunity to learn from them."

**María Begoña Cota Mendiá, Coach
Universidad Panamericana**



UNDERGRADUATE TEAMS





Bishop's University

Primary Coach: Bill Robson

Team Members: Jonathan Desy, Finley MacDonald, Annabelle Mclean, Anne-Sophie Voyer



Dublin City University & ASU

Primary Coach: Catherine Faherty

Team Members: Alexandra Barbosa, Thomas Lynch, Grace Mollaghan, Anita Carbajal



Maastricht University

Primary Coach: Lieven Quintens

Team Members: Quinten Burghoff, Sam Heck, Luce Kaiser



**ROTTERDAM UNIVERSITY
OF APPLIED SCIENCES**

Rotterdam University

Primary Coach: Gus Van Haastregt

Team Members: Michael Dragomir-Brzezinski, Fredrique Dupont, Rick Monshouwer, Roel Vollebregt

The logo for Toronto Metropolitan University, featuring the text "Toronto Metropolitan University" in white on a blue background, with a yellow square to the right.

**Toronto
Metropolitan
University**

Toronto Metropolitan University

Primary Coach: Francesco Barbera

Secondary Coach: Janie Goldstein

Team Members: Amanda Edwards, Raquel Goka, Arshdeep Kandola, Jack Verster



**Universidad de
los Andes**

Universidad de los Andes

Primary Coach: Yeny Rodriguez

Team Members: María Paula Ardila Rodríguez, Isabella Betancurt, Juan Camillo Montenegro,



UNIVERSIDAD
Panamericana

Universidad Panamericana

Primary Coach: María Begoña Cota Mendia

Team Members: Eduardo Montes Arauz,
Karla Paola Hernández, Luis Manual
Castellanos Marroquin, Rodrigo Prieto



UNIVERSITY
of Prince Edward
ISLAND

University of Prince Edward Island

Primary Coach: Reuben Domike

Team Members: Caleb McKenna,
Dalton DesRoche, Corey Lund, Charlize Sahely



THE UNIVERSITY OF VERMONT
GROSSMAN
SCHOOL OF BUSINESS

University of Vermont

Primary Coach: John Wilking

Team Members: Austin Igler, Kristiana
Strtak, Kyle Thompson, Karen Wallace

LAZARIDIS

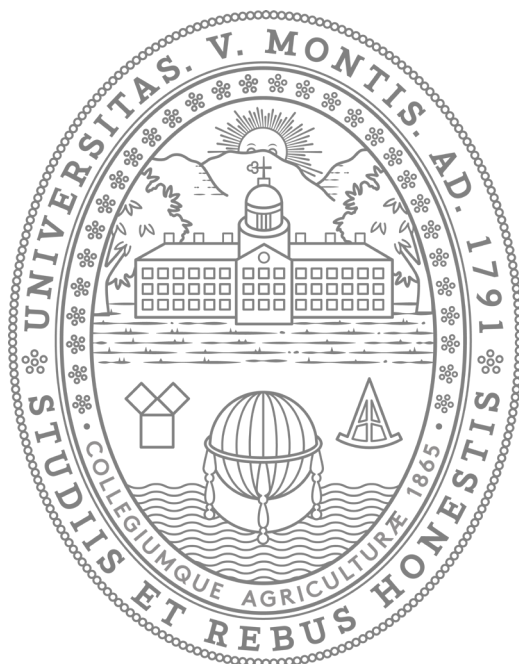
School of Business & Economics

WILFRID LAURIER UNIVERSITY

Wilfrid Laurier University

Primary Coach: Sofy Carayannopoulos

Team Members: Vivek Bhardwaj, Sia
Bhaskar, Harleen Grewal, Arnav Hiremath





The background of the image is a close-up of a brick wall. The bricks are dark red and arranged in a traditional pattern. Overlaid on the bricks are several terracotta carvings. One prominent carving shows a series of overlapping, pointed shapes, possibly representing leaves or scales. Another carving to the left shows a more complex, geometric pattern. The lighting is warm, suggesting a sunny day, and the overall tone is earthy and textured.

GRADUATE TEAMS



School of Management

Chulalongkorn University

Primary Coach: Tanachote Vongsurbhart

Secondary Coach: Nick Pisalyaput

Team Members: Nuttaphat Huayudomsin,
Apichart Jarutangtrong, Preawwanit
Lerkajornkitti, Isaree Piriyaikatsakul

esade

ESADE

Primary Coach: Maria Jose Parada

Team Members: Tanay Agrawal,
Giulia Tomaello, Sergi Zevallos



Grand Valley State University

Primary Coach: Ana Gonzalez

Team Members: Stephanie Andres, Qi'Shaun
Coyle, Bikash Rana



HEILBRONN UNIVERSITY OF APPLIED SCIENCES

Heilbronn University

Primary Coach: Joachim Link

Team Members: Léna Gölz, Celine Jensen,
Luisa Kaczmarek, Frank Werner



Indian School of Business

Primary Coach: Nupur Pavan Bang

Team Members: Vivek Jain, Sri Aalekhya
Kaparthi, Abeera Khanna, Abhinav PSS



JÖNKÖPING UNIVERSITY

Jönköping International Business School

Primary Coach: Josh Wei-Jun Hsueh

Team Members: Larissa Blau, Celina
Oberhauser, Victoria Resch, Irene Lixing
Esteban Sánchez



**ESCUELA de
NEGOCIOS**

Universidad Francisco Marroquin

Primary Coach: Jaly Chea

Team Members: Leslie De León, Julio Javier Maldonado Barrios, Haime Mishaan Masek



THE UNIVERSITY OF VERMONT
GROSSMAN
SCHOOL OF BUSINESS

University of Vermont

Primary Coach: David Mount

Team Members: Dylan Brown, Jacob Curtis, Patrick Man, Annie Rowell

ASPER  **SCHOOL OF
BUSINESS**



**University
of Manitoba**

University of Manitoba

Primary Coach: Judith Jayasuriya

Secondary Coach: Aditya Kedia

Team Members: Elliot Codispodi, Lianne Huberdeau, Daniel Kokan, Kausha Patel





SPONSORS



STEVE SCHLESINGER
Class of '83

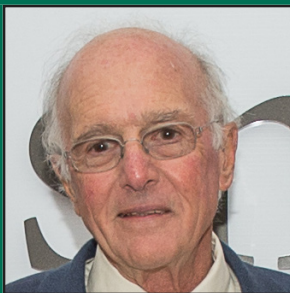
Steve has been in the marketing research industry for over 35 years, starting his career as a project manager and then working his way up to lead Schlesinger Group for the past 25 years. As a leader within his company, Steve has created the strategy and vision for Schlesinger Group as the world's leading data collection company.

He served for 8 years on the board of the then Marketing Research Association, finishing his tenure as the Secretary of the Board. He is a founding member of the Insights Association CEO Summit and continues his involvement, co-chairing the events.



Sukey and Davis Farmer
Class of '79

Lisa and Dan Lehan
Class of '88



Steven Grossman
Class of '61

Steven Grossman, a 1961 graduate of the business school, was the CEO of Southern Container Corp., a manufacturer of custom corrugated packaging and a business started by his grandfather in 1904. Since 2010, he has been a trustee of the Grossman Family Foundation of Cos Cob, Conn., a charitable organization. He is a member of the UVM Foundation Board of Directors and Foundation Leadership Council; former member of the Business School Board of Advisors 1985- 1998; and has been a business school guest speaker on several occasions.

Adam Ifshin is Founder and CEO of DLC Management Corp., which he founded in 1991. Since then, he has grown DLC into one of the nation's premier owners and operators of retail real estate, and one of the most active acquirers of assets with value added potential. Mr. Ifshin oversees DLC's acquisitions and dispositions, capital markets activities, redevelopments, joint ventures, and corporate strategy. As a principal, he has been involved in over \$4.5 billion of real estate transactions. Mr. Ifshin received a BA, cum laude, from Williams College, with honors degrees in economics and history, and was elected to Phi Beta Kappa.



Adam Ifshin



Jim Keller
Class of '72

Jim Keller is the President of Green Mountain Business Consultants, a consulting business solving a diversity of issues for international enterprises. He is also President of Rengo Packaging Inc. a packaging manufacturer located in Honolulu, Hawaii. Mr. Keller received a Bachelor of Science from the University of Vermont. He received his Masters of Business Administration from Dartmouth College. Mr. Keller is currently the Chairman of Board of the University of Vermont Foundation and the Indigenous Education Foundation of Tanzania, which provides for co-education opportunities in rural Tanzania Communities.



Chuck Tauck
Class of '77

Robin and Chuck Tauck are both UVM alums and have been heavily involved in the leadership of Tauck, Inc., a third-generation global travel company offering luxury land, small ship cruising, river boating, event and safari travel since its founding in 1925.



Robin Tauck
Class of '76

SPONSORS

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CREATIVE PLANNING



MEDIA SPONSOR



CASE SPONSOR



CASE COLLABORATOR



CASE SELECTION COMMITTEE

Mira Bloemen-Bekx (Chair)

Dean
Institute of Future Environments
Hanze University of Applied Sciences, Netherlands

Rocki-Lee DeWitt (UVM Liaison)

Professor of Management
Grossman School of Business
University of Vermont, USA

Albert James

Associate Professor
Rowe School of Business
Dalhousie University, Canada

Gaia Marchisio

The Family Enterprise Clinic, USA

Karen Vinton

Professor Emeritus
Jake Jabs College of Business and Entrepreneurship
Montana State University, USA



ESTABLISHED 2013

Join the Conversation
#SGFECC2023



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Design by Drew Bates