

The University of Vermont Grossman School of Business

January 8 - 11, 2025



12th Annual



**SCHLESINGER GLOBAL
FAMILY ENTERPRISE
CASE COMPETITION**

2025 Competition Book

Welcome to the 12th Annual SG-FECC



The University of Vermont Grossman School of Business (GSB) is pleased to welcome you to the 12th Schlesinger Global Family Enterprise Case Competition, or SG-FECC. This four-day competition provides a unique platform for graduate and undergraduate student teams from top business schools around the world to analyze cases focused on the unique dilemmas and critical issues specific to family enterprises while fostering academic excellence and innovation.

With over a decade of successful competitions, SG-FECC has become a symbol of global collaboration. Over 2,000 student competitors, organizers, coaches and judges from around the world have participated since the founding of SG-FECC in 2013. Often referred to as the “world cup” of family business, the 2025 SG-FECC brings together 24 competing teams and 60 judges from 15 countries across 4 continents.

Central to the seamless execution of SG-FECC is the dedicated leadership team—a diverse group comprising undergraduate student organizers supported by the Grossman School’s faculty and staff. The leadership team works hard throughout the year to ensure that the competition remains the epitome of academic excellence and an opportunity for global collaboration.

SG-FECC was honored with the 2023 International Achievement Award by the Family Firm Institute (FFI), the leading association for family enterprise professionals in the world. This award recognizes individuals or organizations for outstanding achievement in furthering the understanding of international issues and global networks in multi-generational, family-owned enterprises.

We welcome you to the University of Vermont and hope that SG-FECC provides valuable professional development experience while fostering international friendships.

Best regards,

Sanjay Sharma
Dean
Grossman School of Business

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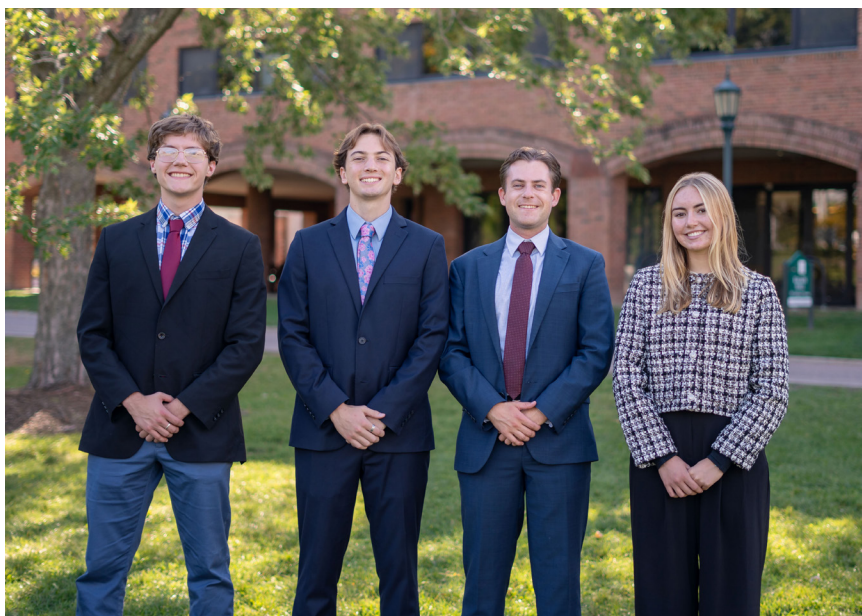
LEADERSHIP TEAM

Student Organizers



Jaden Grace, Caroline Fox, Aaron Solomon, Grace Berry,
Jordan Dawley, Marley St. Pierre, Owen Venturelli,
Lindsey Wolf, Ethan Ryen, Allison Kingsley, James Millerick,
Ruby Blunt, Noah Burnham, Arianna Clark

Competition, Recruitment & IT



Team Members

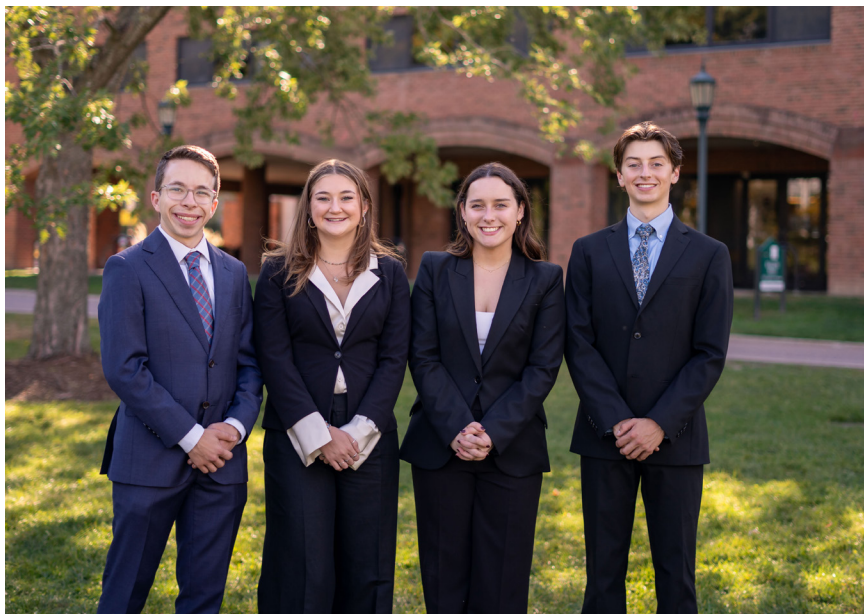
Senior Leadership: Owen Venturelli

Junior Leadership: Grace Berry, Jaden Grace, James Millerick

Team Overview

The Competition, Recruitment, and IT team comprises four Grossman students and a faculty member. Alongside advisor Thomas Chittenden, Senior Lead Coordinator Owen Venturelli and Junior Lead Coordinators James Millerick, Grace Berry, and Jaden Grace make an effort to ensure SG-FECC runs seamlessly. Throughout the team's preparation, their main focus is on recruiting student volunteers and preparing Grossman for the competition. They schedule, plan, and lead bi-weekly meetings, working through the logistics of each event to ensure clarity and alignment between sub-committees. The team looks forward to sharing this year's event with participants from across the globe.

Logistics, Social Events & Sustainability



Team Members

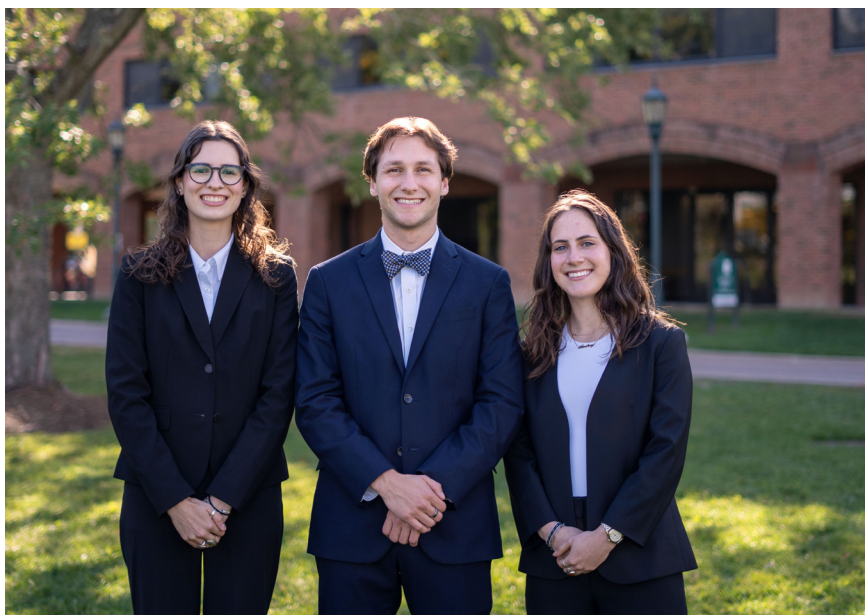
Senior Leadership: Caroline Fox, Marley St. Pierre

Junior Leadership: Jordan Dawley, Aaron Solomon

Team Overview

The Logistics, Social Events, & Sustainability subcommittee plays a crucial role in ensuring the success of SG-FECC. The team, consisting of returning members Caroline Fox and Marley St. Pierre, along with first-year members Aaron Solomon and Jordan Dawley, oversees a wide range of tasks. These include securing venues, acquiring catered meals, maintaining and updating contracts, managing lodging logistics, organizing awards, certificates, name tags, and trophies, prepping registration packets, creating weekly schedules, ordering gift bags for competitors and judges, organizing event spaces, posting signage, tracking dietary needs, coordinating busing schedules, creating packing lists, and much more. The team is led by GSB event staff Ellery Hunt and Ellen Santos.

Judge Selection & Sponsorship



Team Members

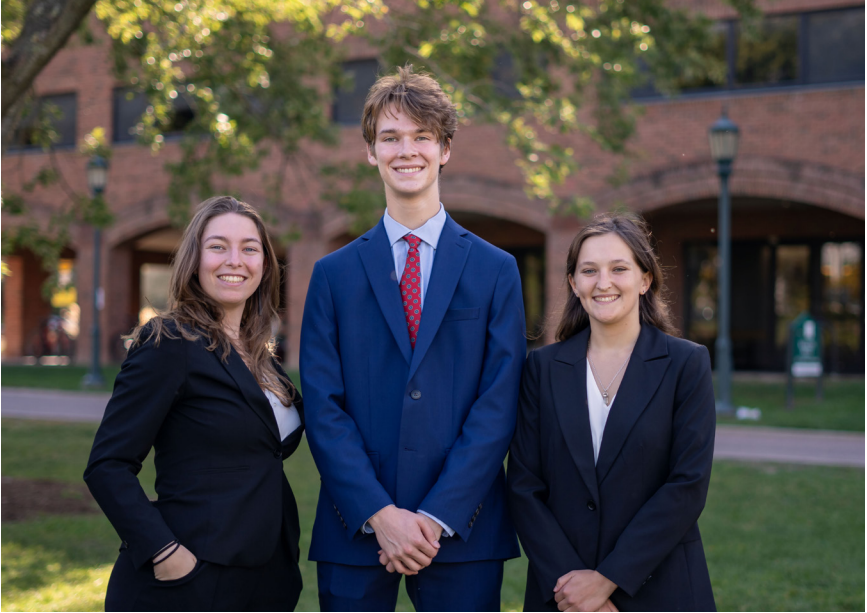
Senior Leadership: Ruby Blunt, Ethan Ryen

Junior Leadership: Lindsey Wolf

Team Overview

The Judge Recruitment and Communication subcommittee ensures that SG-FECC has qualified and diverse judging panels across the four-day competition. In his third year on the leadership team, Ethan's responsibilities include tracking judge survey responses and maintaining accurate spreadsheets reflecting the received information. In her second year on the leadership team, Ruby monitors the judge email account, sending out various communications and recording updates as received. In her first year on the leadership team, Lindsey handles the mass communications sent to all judges and is learning about Ethan and Ruby's roles. The team assisted with each other's responsibilities throughout the ebbs and flows of a busy academic term. The team is guided by GSB faculty members Dita Sharma and Evelyn Micelotta.

Website, Media & Communication



Team Members

Senior Leadership: Noah Burnham, Allison Kingsley

Junior Leadership: Arianna Clark

Team Overview

The Website, Media & Communications subcommittee oversees promoting SG-FECC, developing competition materials, managing the website, and more. In her second year on the leadership team, Allison's main responsibilities include creating the competition booklets and other design materials for the event. Also in his second year, Noah focuses on planning and executing marketing campaigns while managing the website. Joining the team this year, Arianna contributes by supporting social media and design projects while creating an ambassador handbook. The group works together throughout SG-FECC to cover and promote the event. The team is further supported by GSB communications staff members Sharon Harper, Ben Chiappinelli, and Dylan Wintersteen.

Faculty & Staff



Sharon Harper, Dylan Wintersteen, Ellen Santos, Pramodita Sharma, Sawyer Zundel, Evelyn Micelotta, Thomas Chittenden, Steven Gagner

Not Featured: Ben Chiappinelli, Kevin Encarnacao, Michael Hobbs, Alyssa Grace Maguire



AACSB
ACCREDITED

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 6 percent of the world's business programs.



“An experience that will challenge you personally and professionally, you will grow as a team and as a person. It is a unique competition with an exceptional and professional organization. The best thing about SG-FECC is the people you meet during the competition (judges, participants, coaches and organizers).”

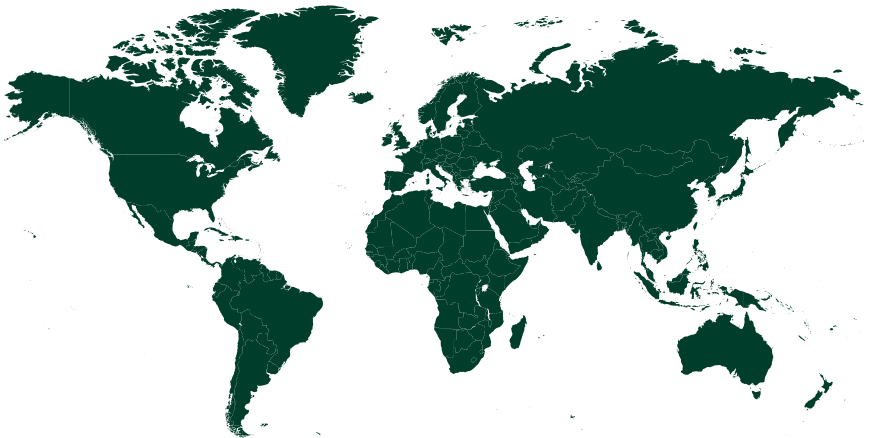
***Karla Hernandez, 2023 Undergraduate Student Competitor
Universidad Panamericana, MEXICO***



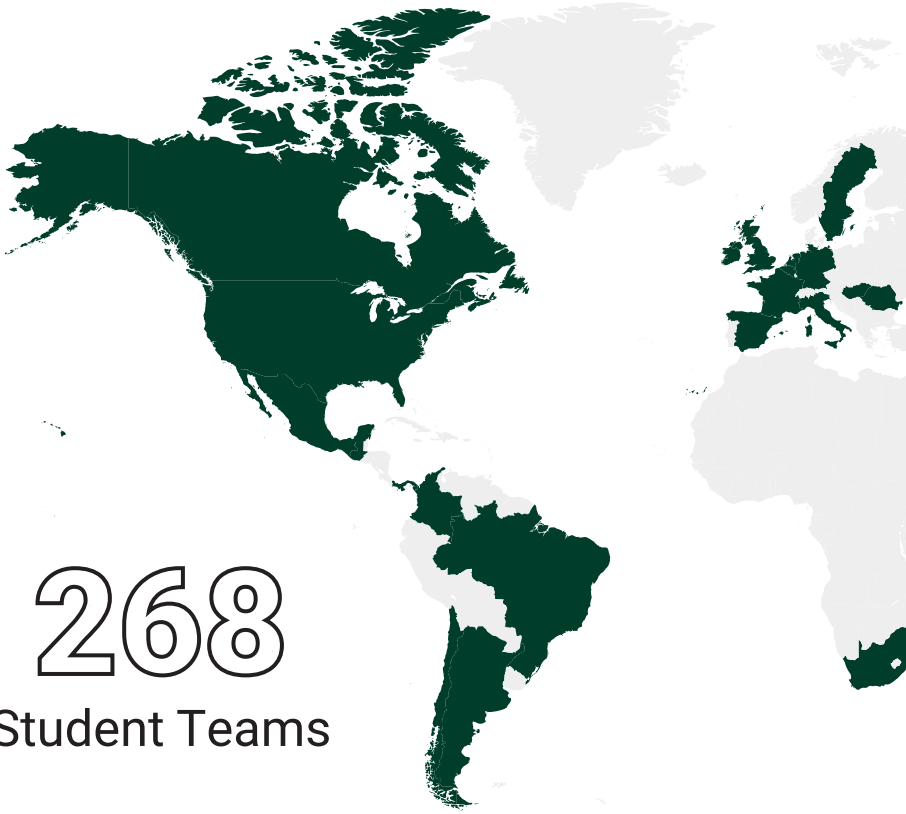
ABOUT SG-FECC

The 12th Annual
SG-FECC Welcomes

- 24** **Competing Teams**
- 122** **Competitors and Coaches**
- 60** **Competition Judges**
- 56** **Grossman Students**
-



12 YEARS OF SG-FECC



268

Student Teams

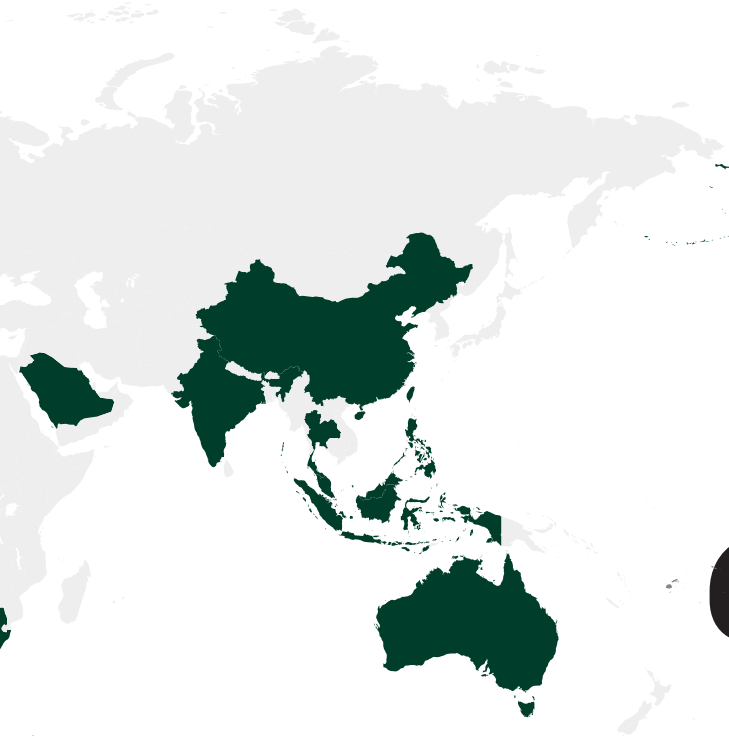
1,036

Coaches & Competitors

A GLOBAL EVENT

37

Countries



689

Judges

336

UVM Student
Organizers

ESTABLISHED IN

2013

International Achievement Award



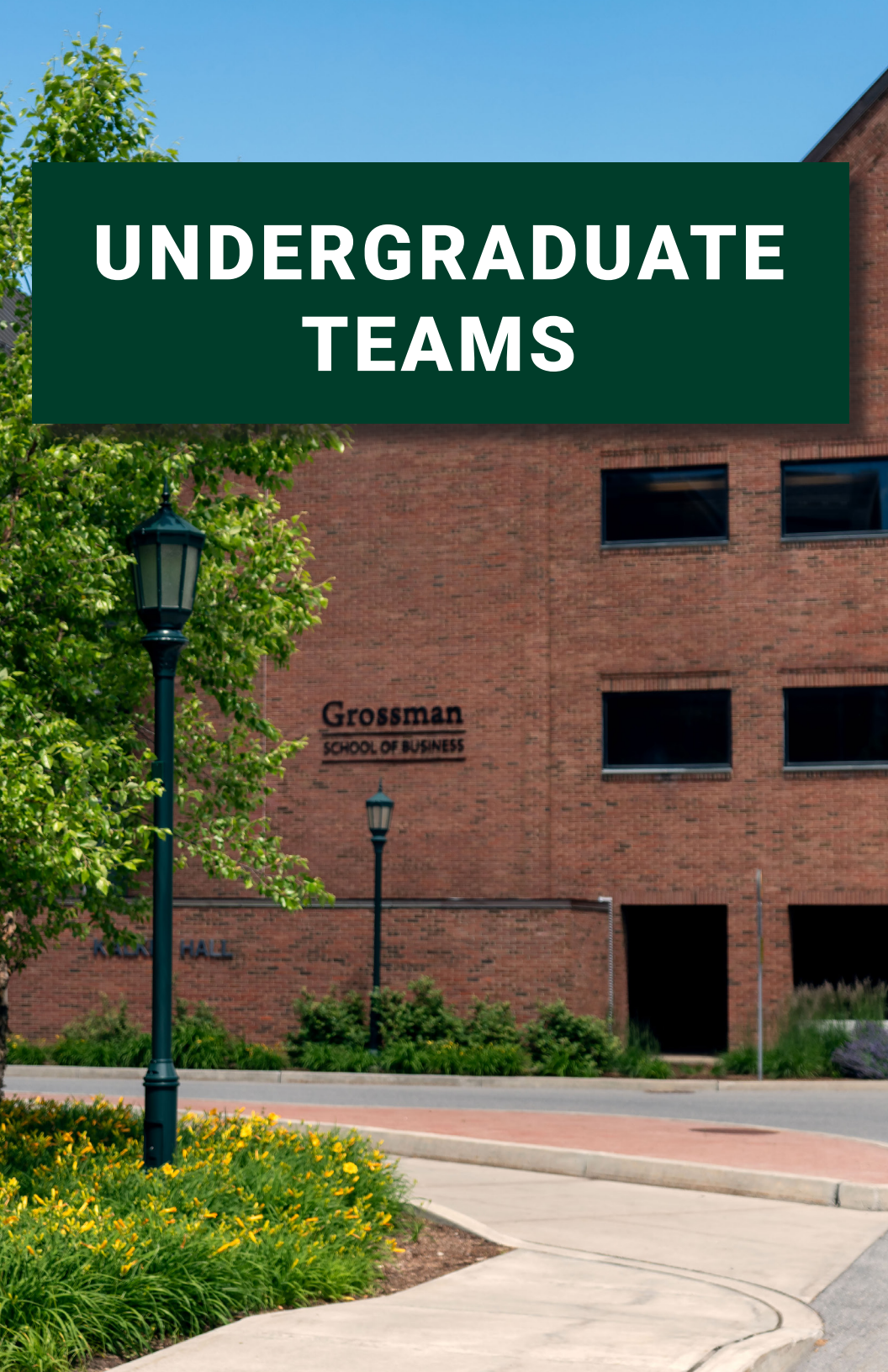
Dita Sharma and Thomas Chittenden pose with the 2023 FFI International Achievement Award in the Kalkin-Ifshin Atrium.

The 2023 International Achievement Award from the Family Firm Institute (FFI), the premier global association for family enterprise professionals, was officially presented to the Grossman School of Business for the Schlesinger Global Family Enterprise Case Competition (SG-FECC) at the FFI Annual Global Conference on October 26, 2023 in New York City.

This annual award recognizes individuals and organizations for outstanding achievement in furthering the understanding of international issues and global networks in multi-generational, family-owned enterprises. “It’s an honor to be recognized by FFI for our work in the family business education, research, and practice with SG-FECC. FFI sets the bar high as a global leader through their work advancing family enterprises,” said SG-FECC founder and co-chair Pramodita “Dita” Sharma



UNDERGRADUATE TEAMS



Teams



UNIVERSITÉ
BISHOP'S
UNIVERSITY



**ROTTERDAM UNIVERSITY
OF APPLIED SCIENCES**

OHIO
UNIVERSITY

College of
Business



UNIVERSIDAD
Panamericana



Culverhouse
College of Business



**UNIVERSITY
OF ALBERTA**

THE UNIVERSITY OF ALABAMA®



UNIVERSITY
of Prince Edward
ISLAND



University of Vermont
Grossman School of Business



UtahState
University

Coaches and Competitors

Bishop's University

Team Coach: Max Jacques

Student Competitors: Joseph Aubert, Josee-Anne Lafond, Simon Salvail, Vivienne Webster

California State University Fullerton

Team Coach: Kulraj Singh

Student Competitors: Melissa Aguilar-Perez, Isaac Merino, Cara Nguyen

Dublin City University

Team Coach: Catherine Faherty

Student Competitors: David Byrne, Evelyn Keane, Sarah Muldoon, Rory Mulhern

Mississippi State University

Team Coach: Nathan Hammond

Student Competitors: Kate Cupit, Austin Hill, Thomas Taylor, Hope Steward

Ohio University

Team Coaches: George Howell

Student Competitors: Michael Cavanaugh, Kevin Diaz, Cameron Lewis, Jacob Wisenfelder

Rotterdam University

Team Coach: Henriette Terpstra

Student Competitors: Vivienne Koehler, Agustina Patrone, Ludvig Styrefors Sparby, Sean Van Rosmalen

Universidad Panamericana

Team Coach: Guadalupe Rizo Olvera

Student Competitors: Raúl Martínez Magaña, Denhi Pacheco, Daniela Peralta Soto, Ana Sofia Paredes Camberos,

University of Alabama

Team Coach: Quoc Hoang

Student Competitors: Joe Clark, Ella Foes, Bailey Liddle, Angel Peterson

Coaches and Competitors

University of Alberta

Team Coaches: Fox Hawreluk and Matt Knight

Student Competitors: Mylana Aloshyna, Nursultan Amangeldiev, Sofia Iliuk, Dmytro Razluchnyi

University of Applied Sciences, Munich

Team Coach: Marcel Huelsbeck

Student Competitors: Jon Lovis Imming, Fabian Plaza, Kavishan Selvaratnam, Moritz Waldmann

University of Prince Edward Island

Team Coach: Lena Liang

Student Competitors: Vanessa Corless, Samuel Harding, Keith Nabuurs, Luciana Quiroa Paredes

University of Vermont

Team Coaches: Dave Mount and Rocki-Lee Dewitt

Student Competitors: Otto Berckmueller, Tessa Masino, Joshua Moore, Andrew Horvat

Utah State University

Team Coach: Cassidy Creech

Student Competitors: Megan Bagley, Annaica Dodson, Emma Kunz, Ethan Rasmussen



GRADUATE TEAMS



Teams



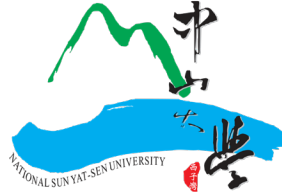
UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA



GRAND VALLEY
STATE UNIVERSITY
FAMILY OWNED
BUSINESS INSTITUTE



HEILBRONN UNIVERSITY
OF APPLIED SCIENCES



Sasin

School of Management



ADELAIDE
BUSINESS
SCHOOL



University of Vermont
Grossman School of Business

ASPER



SCHOOL OF
BUSINESS



Schulich
School of Business



Coaches and Competitors

Babeş-Bolyai University

Team Coach: Kincso Kelemen

Student Competitors: Zsófia Bánffy, Krisztina Bokor-Toth, Anna Bugár, Kata Kovacs

Grand Valley State University

Team Coach: Ana Gonzalez and Chandresh Baid

Student Competitors: Danielle Daves, Bethany Hubsel, Nicolas Matthews, Vance Orr III

Heilbronn University

Team Coach: Joachim Link

Student Competitors: Jakob Gronbach, Jonas Huber, Charlotte Schüle, Nora Selca

National Sun Yat-sen University

Team Coaches: Shyh-Jer Chen and Chiung-Wen Tsao

Student Competitors: Pin-Chun Huang, Yenchu Lai, Yen-Chen Lin, Kylene Neo

National Taiwan University

Student Competitors: Wang Ling li, Eric Nguyen, Ruo Ying Tan, Tiffany Wang



Coaches and Competitors

Sasin School of Management

Team Coach: Tanachote Vongsurbchart

Student Competitors: Sutinee Chaowanich, Klanarong Mongkolsirichaikul, Jaruwan Rojprinyavut, Nopnaphat Wongsrinoppakun

University of Adelaide Business School

Team Coach: Chris Graves

Student Competitors: Simmonette Duggin, Benjamin Lewis, Caroline Nankivell

University of Manitoba

Team Coach: Anna Gilfillan

Student Competitors: Erika Hunzinger, Shih-Han Iwasaki, Tien Nguyen, Janna Woelk

University of Vermont

Team Coaches: John Wilking and Rocki-Lee Dewitt

Student Competitors: Caroline Catlin, Sam Ghazey, Ellie Penfield-Cyr, Elliot Stevenson

York University

Team Coach: Joe Fayt

Student Competitors: Kibati Femi-Johnson, Peter Hong, Dana O'Flynn, Ryan Tully



Sponsors



Thank You to Our Sponsors

Major Sponsors

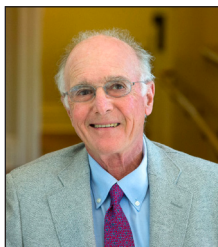


STEVE SCHLESINGER
Class of '83

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.

Major Sponsors



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 Leadership Council; a former member of the Business School Board of Advisors 1985-1998; and has been a business school guest speaker on several occasions. Steven Grossman received an honorary Doctor of Humane Letters in 2022 from UVM.



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 manufacture 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 on the Grossman School of Business Board of Advisors and the Indigenous Education Foundation of Tanzania, which provides for co-education opportunities in rural Tanzania Communities.



Chuck Tauck
Class of '77



Robin Tauck
Class of '76

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.



Grossman
SCHOOL OF BUSINESS

GROSSMAN HALL

KALISH HALL

Event Sponsors

Sukey and Davis Farmer
Class of '79

Lisa and Dan Lehan
Class of '88



BUTLER BROS.
Since 1952



Case Sponsors



Case Selection Committee

Mira Bloemen-Bekx (chair)

Hanze University of Applied Sciences, The Netherlands

Leilanie Mohd Nor

Group CEO, BinaPavo, Malaysia

Karen Vinton

Emeritus Montana State University, United States



SCHLESINGER GLOBAL
FAMILY ENTERPRISE
CASE COMPETITION

Established 2013

Join The Conversation
#SGFECC2025



University of Vermont

Grossman School of Business

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uvm.edu/business

View SG-FECC
Website

