



A Word from PIFF Leadership

PIFF's inaugural year was an exciting and successful one! PIFF's website officially launched in November 2016. The website houses valuable resources for family businesses, and we continually add to those resources as they are developed. In 2017, we launched our quarterly newsletter which currently has 132 subscribers. We also launched a Question

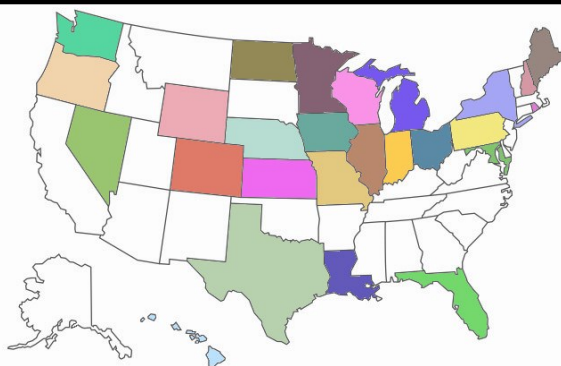
of the Month that provides family businesses the opportunity to answer a question related to the management of their family business. These questions allow family businesses and practitioners to see the aggregated responses. In November 2017, PIFF successfully sponsored *Map of My Kingdom*, a play about farm and farmland succession. In 2018, we will be sponsoring the screening of *Taking Stock*, a documentary film about a second-generation family retail business. We are determined to continually bring interesting and non-traditional events to Indiana for family business owners to not only learn but also to enjoy. We are looking forward to another successful year in 2019.

-Dr. Maria Marshall
PIFF Director &
Professor of Agricultural Economics

-Renee Wiatt
Family Business
Management Specialist

PIFF's Mission

The Purdue Initiative for Family Firms (PIFF) provides multi-generational family businesses with research-based business management resources aimed at improving personal leadership performance and driving operational growth. Our ambition is to prepare family business owners, managers, and stakeholders to be effective stewards of their family enterprises.



Communicating Family Business Knowledge Across the United States

As of December 2017, PIFF has 132 subscribers who receive: a quarterly newsletter packed full of family business research and information as well as a monthly update on PIFF's Question of the Month. Four Family Business Centers around the U.S. have collaborated on the Question of the Month. Highlighted states in the United States map to the left show the states from which we have a subscriber or someone has answered a Question of the Month.

PIFF Statistics


- Over 9,000 page views to the PIFF website: purdue.ag/piff
- Top YouTube Video: [Family Business as a Competitive Advantage](#)
- Extension presentations conducted around the state of Indiana: 32
 - ⇒ Number of people reached: 585 individuals
 - ⇒ Number of hours of education disseminated: 115 hours
- Noteworthy Publications and PIFF Research:
 - ⇒ ["Family Business Responses to Household and Business Cash-Flow Problems"](#)
 - ⇒ ["Introducing a New Functioning Assessment for Family Businesses: The FB-BRAG"](#)
 - ⇒ [The Succession Decision: The Case of Small- and Medium-Sized Midwestern Farms](#) (Chapter in *Public Policy in Agriculture: Impact on Labor Supply and Household Income*)
 - ⇒ ["Views on Fairness in Family Businesses and Financial Performance"](#)


PIFF takes an interdisciplinary approach to family business research, Extension, and outreach. Our affiliates hail from a number of departments around Purdue University, including: Agricultural Economics, Horticulture & Landscape Architecture, Hospitality & Tourism Management, and Consumer Sciences & Retailing. Our 2017 PIFF Affiliates include:

- | | |
|----------------------|-----------------------|
| ⇒ Michael Delgado | ⇒ Sandra Sydnor |
| ⇒ Craig Dobbins | ⇒ Holly Schrank |
| ⇒ David Evans | ⇒ Ariana Torres |
| ⇒ Gerald Harrison | ⇒ David Widmar |
| ⇒ Michael Langemeier | ⇒ Nicole Olynk Widmar |
| ⇒ Marsha Pritchard | |


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