



HAUB School of Business

The Initiative for Family Business
& Entrepreneurship

Building legacy.
Building community.

April / 2017

APRIL "DEFINE YOUR WHY & DELIVER YOUR LEGACY"

"Having a why gives us a guiding light for business decision making, and a reason to get up and come to work every day."

- Bill Mignucci, Jr.
3rd Generation Owner,
Di Bruno Bros.

We recently had the pleasure of hosting 3rd generation owners of Di Bruno Bros., Bill and Emilio Mignucci, and longtime Di Bruno employee, Hunter Fike, as the headline speakers at our Family Business Legacy presentation.

At this Di Bruno-centric event, our dynamic panelists put into words what it is that they at Di Bruno Bros. strive to achieve every day and how they make their innate love for cheese and service come alive for their customers. Despite serving different roles in the business, Bill, Emilio, Hunter, and all employees alike are driven by the same mission (their WHY): to enlighten people through delicious food and engaging experiences.

INSIDE THE COMMUNITY

Di Bruno Bros. gives us an inside look into how they define themselves and how they deliver their mission...



4 key things that truly define us & set us apart:

1. **Our Products** - The best assortment of cheese in the world! An outstanding selection of specialty foods; Extremely high culinary standards; Finding and sharing food discoveries.
2. **Store Atmosphere** - Provide a store environment that is

In this issue

Theme for the month

Inside the community

This month's events

Media must-sees

Upcoming Events

Family Business Seminar: Successful Succession, Getting In & Getting Out

Thursday, April 27, 2017
8-10:30am
MEMBERS & PARTNERS ONLY

[Learn more](#)
[Email to RSVP](#)

Spring Open House

Tuesday, May 23, 2017
5-7pm
MEMBERS & PARTNERS:
FREE
OPEN TO THE PUBLIC

[Learn more.](#)

- engaging with a warm and comfortable atmosphere; Offer a unique shopping experience; Serve as *the* destination for food enthusiasts, shoppers and makers of products; Create a sense of theatrical entertainment.
3. **Philly** - A family-owned and operated business with family values and traditions; Rooted in Italian traditions and European culture; Part of the fabric of Philadelphia and its food culture.
 4. **Our People** - Share our enthusiasm and love of food through product tastings, pairings, and suggestions; Be the most knowledgeable associates; Wow our customers with every interaction.

What does the Di Bruno Bros. experience do for our customers?

Di Bruno Bros. is like going to the theatre, an enlightening experience. You should leave feeling better than when you came in. How do we make that happen? How do we WOW our customers? We...

- Lead them to discover culinary greatness
- Inspire them to eat adventurously
- Invite them to celebrate life through food

Our Mission Statement is WHY we exist:

Our mission is to enlighten people through delicious food and engaging experiences.

"I challenge all business owners to think about what they do and why they do it. What we do is one thing, the value is another thing. When you understand what you're doing, and why, it will give you a reason to come to work.

The experience drives employees to want to work for you. What I've learned after 25+ years is that the experience drives the employees just as much as the customers. It drives the owners, it drives the culture. It's an internal and external tool. It enriches the lives of more than just the customers - it enriches our own lives."
- Bill Mignucci, Jr.

Di Bruno Bros. is a pioneering specialty food retailer and importer that began with a modest shop in the now-iconic South Philadelphia Italian Market in 1939; today, we employ more than 350 proud team members and have evolved into a community-driven enterprise with our five retail locations, catering, import and e-commerce divisions.

Become an IFBE insider!

Learn more about membership



NEW! Find tips, tools and resources from leading experts in "**Success by the Numbers**," a monthly column to help your family business maintain its entrepreneurial spirit and family unity! **READ Marc Kramer's** article on **The 10 Steps to Take When Acquiring a Company.** [Click Here to Read.](#)

Media Must-Sees



The photos are in! **CHECK OUT** the images captured from our fantastic night with Di Bruno Bros.

Join a
**PEER ADVISORY
GROUP!**

Peer Advisory Groups are forming!

- Are you a CEO, exec or business owner/operator?
- Are you in line to become the next generation leader of a family business?

Find a group that's right for you! Share ideas and best practices in a confidential setting and build a network of trusted peer advisors.

[More info & Enrollment](#)

Family Business Seminar: Successful Succession, Getting In & Getting Out

in partnership with Wells Fargo and Abbot Downing

Thursday, April 27, 2017

8-10:30am

Current Members & Partners Only



Part 3 of the 4-part series, *Keeping it in the Family: Best Practices for Engaging the Next Generation of Family Business Leaders*

Hear case studies and best practices for effective change management, focused on transition strategies for both family business founders and future leaders. The examples will spark innovation, move the family business forward, and ultimately lead to greater progress and profitability. [Learn more!](#)

[Email to RSVP](#)

SAVE THE DATES

Tuesday, May 23, 2017

Open House: Innovation & Entrepreneurship in the Family Business

5-7pm

MEMBERS & PARTNERS: FREE

OPEN TO THE PUBLIC

[Learn more!](#)

Tuesday, June 13, 2017

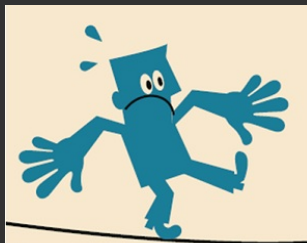
Family Business Seminar: Estate Planning for the Family Business Owner, with Saul Ewing

8-10:30am

MEMBERS & PARTNERS ONLY

[Learn more!](#)

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