

The Legacy Report

JANUARY 2026 - FEISC NEWSLETTER



CELEBRATING FIVE YEARS OF FAMILY ENTERPRISE IMPACT

On November 13, 2025, the Institute proudly marked its fifth anniversary with a Fifth Anniversary Awards Luncheon, bringing together family enterprises, advisors, and friends from across the state to celebrate legacy, leadership, and longevity.

A memorable highlight was a collective toast—raised with classic RC Cola bottles—followed by a sweet surprise for every guest: a MoonPie, in honor of our featured speaker, Sam Campbell V of Chattanooga Bakery, the iconic maker of the MoonPie. The toast perfectly captured the spirit of the day:

“Join us in raising a bottle to the legacy of family enterprise—past, present, and future. We honor the generations who came before

us, celebrate those leading today, and affirm our commitment to stewarding strong family businesses for generations to come.”

Here’s to five years—and many more—of stewarding family enterprise together.

TABLE OF CONTENTS

-
- Five Years of FEISC • P. 1
 - An Inside Look at Biltmore • P. 2
 - Why First Names Matter • P. 3
 - New Framing Family & Member Spotlight • P. 4
 - Award Winners • P. 5-6
 - New Members & Upcoming Events • P. 7



An Inside Look at Legacy, Resilience, and Succession at Biltmore

FEISC members enjoyed a truly special experience with a private tour of Biltmore House, followed by an intimate conversation with members of the Vanderbilt family. During the discussion, the Vanderbilt family shared candid insights into their recovery efforts following Hurricane Helene, the extensive cleanup required, and how the organization successfully navigated COVID-19 through long-term investments, innovation, and adaptability.

The conversation also highlighted how Biltmore intentionally engages the next generation, preparing them for future leadership, and underscored the critical importance of having a thoughtful succession plan to ensure continuity across generations. Members wrapped up the experience with time to socialize, connect with one another, and enjoy hors d'oeuvres, making the evening both educational and relational—true to the spirit of family enterprise.



FROM TAILGATE TO BOARDROOM:

Why First Names Matter in Family Companies

by Adam Hatcher, Twenty One Clear

You can learn a lot about your family's company by watching college football together.

Here's one simple question to illustrate the point:

Do you talk to each other the same way at a tailgate as you do in a board meeting?

If the answer is yes, it might be time to make a change. At work, try using first names instead of family nicknames. Here's why.

Backyard vs. Boardroom

In the backyard, nicknames feel natural:

"Son, listen to me. We measure success by wins, and Dabo has got to start winning games. He said we'd be 16-0 this season, but we're 1-3 so far."

"Come on, Daddy, firing Dabo this year would be crazy!"

That's fine over barbecue and football talk.

But picture a work-related exchange in a board meeting regarding the poor performance of your Vice President of Sales with non-family directors listening:

"Son, listen to me. We measure success by sales revenue, and our VP of Sales has to start winning big contracts."

"Come on, Daddy, firing him this year would be crazy!"

See the problem? The casual tone that works at home undercuts professionalism at work.

When Dad Is Also the Boss, or Your Daughter is Your Direct Report

I learned this firsthand. For 13 years, I worked with three generations scaling our family's company, including with my grandfather, cousin, step-

uncle, brother, and reported directly to my father.

One night, Dad called me around 7:00pm. The kids were wild, so I sent back a quick text: "Can I call you later?"

He replied: "Work call. Need your help."

In that moment, it was not Dad calling—it was Randy, my boss. And that shift in how I thought about him changed how I responded. I stepped outside and called him back.

A Practical Shift

If you are used to calling each other "Poppi," "Big Trav," or "Mimi," try this experiment:

- For three months, in business settings—board meetings, ownership discussions, emails, texts—use first names only.
- Save nicknames for family time.

You will be surprised at the difference. The simple shift helps clarify roles, reduces confusion, and brings a more professional tone to business conversations.

The Payoff

After trying this myself and watching others do it, I can say with confidence: you will look back and see how much clearer your relationships have become.

So next time you are in a board meeting, drop the "Daddy" or "Mimi."

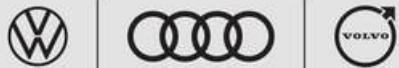
Save those nicknames for the next backyard argument about Dabo!

WELCOMING A NEW FRAMING FAMILY

We are pleased to welcome Steve White Automotive Group as a Framing Family of the Kim S. Miller Family Enterprise Institute of South Carolina at Anderson University. Founded more than 25 years ago, Steve White Automotive Group is one of Greenville's only family-owned automotive dealerships, representing Volkswagen, Audi, and Volvo, along with a strong portfolio of quality pre-owned vehicles. Now led by second-generation owner Marc White, the organization employs more than 150 team members and continues to operate with a strong commitment to integrity, excellence, professionalism, and family.

By becoming a Framing Family, Steve White Automotive Group joins a trusted circle of multigenerational family enterprises committed to thoughtful leadership, peer learning, and long-term stewardship. Their investment reflects a desire not only to honor the legacy built by the founding generation, but also to intentionally prepare the next chapter through education, connection, and shared best practices. As a Framing Family, they will engage with other business families across the state through exclusive programming, events, and learning opportunities designed to strengthen both the family and the enterprise. We are honored to partner with the White family as they contribute their leadership, values, and experience to the growing FEISC community and to the long-term success of family enterprises across South Carolina.

STEVE WHITE AUTO GROUP



MEMBER SPOTLIGHT: AYERS LEATHER SHOP IN THE NEWS

We're proud to share that Ayers Leather Shop, a beloved FEISC member and Greenville institution, was recently featured in *The Post and Courier* for its ongoing contributions to downtown Greenville's business and cultural landscape. The article highlights Ayers Leather's remarkable legacy of craftsmanship, leather repair expertise, and enduring commitment to quality service that has made it a cherished destination for locals and visitors alike.

For over seven decades, Ayers Leather has blended tradition with skill—offering handmade leather goods and meticulous repairs that reflect the heart of small business excellence. Congratulations to the Ayers family and team for this well-deserved recognition!

READ THE FULL
ARTICLE HERE

<https://tinyurl.com/bddhpte2>



5TH ANNIVERSARY AWARD WINNERS

REMEMBERING THE PAST. LOOKING TO THE FUTURE.

SPINX CORPORATION

EXCELLENCE IN SOCIAL IMPACT

for your commitment to creating positive social change and improving the lives of others



THOMAS McAFFEE FUNERAL HOMES

GENERATIONAL LEGACY

for your strong family values, continuity, and lasting commitment to your mission and vision across generations

5TH ANNIVERSARY AWARD WINNERS

REMEMBERING THE PAST. LOOKING TO THE FUTURE.

THE HAYES APPROACH

LESLIE HAYES

OUTSTANDING FAMILY
BUSINESS CATALYST

for playing a pivotal role in supporting and
advancing the success of family businesses



BRUCE WHITE

LIFETIME ACHIEVEMENT

for your exceptional leadership, vision, and
enduring impact on the Bank of Travelers

Rest and the wider community



UPCOMING FEISC EVENTS

1/28/26 - LUNCH BRIEFING

“Family Owned, Globally Known:
The Tabasco Story”
Tony Simmons, Former CEO
McIlhenny Company
University Center of Greenville
11:30am - 1:30pm

2/19/26 - BREAKFAST BRIEFING

“From Stewardship to Succession:
A Legacy of Service through
Eastern Cares”
Kip Miller, CEO
Eastern Industrial Supplies
University Center of Greenville
8:00am - 9:30am

3/24/26 - LUNCH BRIEFING

“Legacy in Real Time: Leading from
Within in Multigenerational Family
Businesses”
*Anne Bauer, Legacy Family
Business Coaching*
University Center of Greenville
12:00pm - 1:30pm

4/7/26 - WORKSHOP

“Building a Family
Compensation Strategy”
Alex Altoff, Find Great People
University Center of Greenville
8:30am - 10:30am

WELCOME TO OUR NEWEST MEMBERS!



Website: [Janed Enterprises, Inc.](#)



Website: [Plus Inc.](#)



Website: [Crawford Agency](#)



Website: [Merit Technologies](#)



THE KIM S. MILLER
Family Enterprise Institute
of South Carolina
at ANDERSON UNIVERSITY

www.andersonuniversity.edu/feisc