



GROWING
UP
B2B

 **50 VOICES OF**
LEADERSHIP, LEGACY,
AND GROWTH



Welcome to the Place Where
B2B Brands Go To Grow.



Introduction

By Ed Delia, Host of Growing Up B2B

Thank you for being part of the first 50 episodes of Growing Up B2B.

Through these conversations, we have heard incredible stories of perseverance, reinvention, and resilience. We have shared experiences of overcoming change, meeting challenges head-on, and staying committed to learning and growing. Each episode has been a reminder of the hard work and heart that it takes to lead in business and in life.

In sharing your stories, I hope you have found new insights or reconnected with lessons that have guided you along the way. I certainly have. Every guest has left me with a meaningful takeaway, many of which are captured in this collection as a gesture of appreciation for your openness and generosity.

Each of our paths may look different. Some of us lead within family businesses, while others guide or advise them from the outside. But we all share common ground. We have all made sacrifices. We have all faced challenges. We have all found ways to rise to the occasion in our own unique ways.

I am honored to be among you and grateful for your willingness to share your leadership, your stories, and your legacy. This book represents more than 50 episodes of a podcast. It captures what it means to grow, to adapt, and to build something lasting in the B2B world.

Here's to the next 50 episodes and beyond. Until then, may you continue to grow, to share, and to prosper.

So, let's get into it.



Ed Delia

President, Delia Associates

edelia@delianet.com | (908) 534-9044

Introduction Episode – Ed Delia, PCM

Exploring the Unique Challenges and Opportunities of Family-Run B2B Businesses

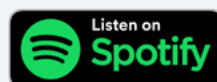


Ed Delia, PCM | President, Delia Associates

Ed Delia is the second-generation president of Delia Associates, a branding and marketing firm founded by his father in 1964. Since taking over in 1995, he has grown the company into a recognized B2B leader and hosts Growing Up B2B to share insights from family business leaders.



“The longest-standing clients, the best relationships, the biggest success stories we had were all multigenerational or family-governed businesses... and I realized there’s something very unique about that bond.”



Episode #2 – John Clark

The Family Business Dilemma: Earning Respect While Working with Dad

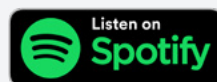


John Clark | President, E&J Parts Cleaning, Inc.

John Clark is the second-generation leader of E&J Parts Cleaning, pairing hands-on shop experience with a passion for sales and technology. He is guiding the company into automation, sustainability, and higher-precision markets.



“Be humble. Understand your role and how your presence impacts the morale of the team...show the respect that those individuals deserve who have been there for many years helping build that business.”



Episode #3 – Marc Gaelen

Building Relationships Over Transactions: Ensuring Family Values in a Modern Business

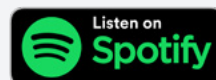


Marc Gaelen | CEO & 4th Generation Leader, O.Berk Company

Marc Gaelen leads O.Berk Company, a century-old packaging supplier, after an early career in law. He modernized operations and decentralized management while preserving the company's core family values.



"I've always looked at my role running this business as stewardship. It's my job to move it to another generation. And my dad always said, 'Do a little bit extra.' That's how we build relationships, not just transactions."



Episode #4 – Ivan Gekht

The Importance of Integrity: Lessons from a Family Business Leader

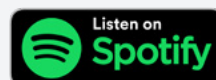


Ivan Gekht | Founder & CEO, Gehtsoft USA

Ivan Gekht grew Gehtsoft from a small family effort into a 25-year U.S. software company delivering complex, scalable solutions. He champions transparency, meritocracy, and evidence-based management while inviting, not pressuring, the next generation to participate.



"Whatever goes for everyone else, you must be three times better, at least, just to be treated the same as everybody else. What's good enough for everyone else is not even close to being good enough for you."



Episode #5 – Lisa Sanderson

How Family Businesses Successfully Navigate Generational Change



Lisa Sanderson | Vice President of Marketing and Strategy, Gleicher Manufacturing Corp.

Lisa Sanderson blends tradition and innovation to modernize Gleicher Manufacturing's brand and strategy. Lisa focuses on preparing the company for generational transition while keeping its values intact.



"The key to generational change is respecting the legacy you've inherited, while also having the courage to shape the business for the future."



Episode #6 – John Abplanalp

From Shop Floor to CEO: Navigating the Family Business Rollercoaster



John Abplanalp | Founder & Principal Consultant, Tight Lines Advisors

John Abplanalp rose from the shop floor to CEO in his family company before launching Tight Lines Advisors. He helps organizations align leadership and performance during periods of change.



"Leading a family business means you ride the highs and lows more intensely than anyone else, but if you stay true to your values, you come out stronger on the other side."



Episode #7 – Jens Duerr

From Tool and Die to Plastics Powerhouse: A Family Business Transformation



Jens Duerr | Director of Marketing and Business Development, CMG Plastics

Jens Duerr helped guide CMG Plastics from tool and die roots into a leading plastics manufacturer. He focuses on modernization, expanded offerings, and disciplined growth.



“Transformation in a family business doesn’t mean abandoning where you came from. It means building on it to create something even stronger for the future.”



Episode #8 – James Zilenziger

Navigating Family Dynamics and Professional Roles in Business

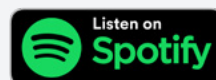


James Zilenziger | Chief Operating Officer, Rodman Media

James Zilenziger balances family relationships with professional leadership at Rodman Media. He has led digital transformation while sustaining the company’s trusted reputation.



“In a family business, you wear two hats every day. One is professional and one is a family member, and the challenge is knowing when to switch between them.”



Episode #9 – John Hart

Preparing for the Big Exit: Insights for Family-Owned Business Transitions

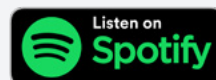


John Hart | Managing Director, PMCF Investment Banking

John Hart advises middle-market and family-owned companies on mergers, acquisitions, and ownership transitions. He blends financial rigor with the realities of family dynamics during succession and exit planning.



“The most successful exits don’t happen overnight; they’re the result of years of planning, aligning the family, and preparing the business to thrive in new hands.”



Episode #10 – Richard Blank

Dialing Into Success: How One Family Turned a Call Center into a Legacy

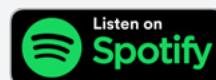


Richard Blank | President & CEO, Costa Rica’s Call Center

Richard Blank built a premier bilingual call center by investing in culture, training, and personalized service. His family-run company prioritizes employee engagement and long-term client value.



“Success in a family business comes when you treat every employee like family because culture is what carries the legacy forward.”



Episode #11 – Mark Howe

Balancing Tradition and Innovation: A CEO’s Perspective on Family Business Dynamics



Mark Howe | President, The Knotts Company

Mark Howe leads The Knotts Company in automation and industrial distribution while honoring long-standing traditions. He focuses on innovation to prepare the business for sustained, long-term growth.



“In a family business, honoring tradition is important, but innovation is what ensures the next generation has something to lead.”



Episode #12 – Maya (AI-powered Character, Sesame AI)

The Family Business Tightrope: Balancing Tradition and Innovation

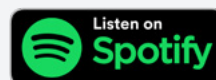


Maya | AI-powered Digital Character, Sesame AI / Sesame Workshop

Maya is Sesame Workshop’s first AI-powered companion designed for natural, emotionally intelligent conversation. She offers an outside perspective on how technology and storytelling can help family businesses balance legacy and change.



“What truly sustains a family business isn’t revenue, but the legacy, values, and relationships passed from one generation to the next.”



Episode #13 – Samantha Burd

Legacy and Leadership: Lessons from a Third-Generation Beauty Industry CEO

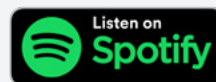


Samantha Burd | Co-Owner & CEO, Lady Burd Cosmetics

Samantha Burd leads Lady Burd Cosmetics while honoring a multigenerational legacy in private-label beauty. She blends tradition with innovation to compete in a fast-changing industry.



“Being a third-generation CEO means carrying the weight of legacy on your shoulders but also having the chance to shape it for the future.”



Episode #14 – Marcy Gross

Networking and Mentorship: Keys to Success in the Family Business Arena



Marcy Gross | President, Sheldon Gross Realty

Marcy Gross credits mentorship and strong networks for her success leading a family-owned commercial real estate firm. She combines generational values with external support to grow the business.



“Networking opens doors, but mentorship shows you how to walk through them, and in a family business, you need both to succeed.”



Episode #15 – Ellen Pietrowitz-Phillips

Shaping the Future: A Legacy in High-Performance Plastic Fabrication

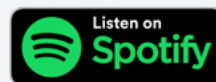


Ellen Pietrowitz-Phillips | President, L-E-M Plastics & Supply

Ellen Pietrowitz-Phillips advances L-E-M Plastics & Supply with innovation and precision while preserving a legacy of craftsmanship. She emphasizes resilience and a clear vision for the future.



“Carrying on a family legacy isn’t about keeping things the same. It’s about shaping the business so it’s ready for the next generation of challenges.”



Episode #16 – Paul Steck

Adapting to Industry Shifts in a Family Business Environment

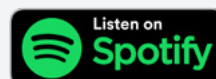


Paul Steck | President, Exothermic Molding

Paul Steck has guided Exothermic Molding through changes in technology and customer demands while maintaining a strong family culture. He views industry shifts as opportunities to reinvent.



“Family businesses that endure are the ones that treat industry change not as a threat, but as a chance to reinvent themselves.”



Episode #17 – Mark Kenah

Keeping It in the Family: Why Running a Business is Like Herding Cats



Mark Kenah | President, Albert Paper Products

Mark Kenah leads a family-owned custom packaging manufacturer with a candid view of the complexities of working with relatives. He focuses on innovation and growth while staying true to family values.



“Running a family business is a little like herding cats, chaotic at times, but when everyone moves in the same direction, it’s incredibly rewarding.”



Episode #18 – Peter Culver

Built to Endure: Timeless Strategies for Preserving Family Wealth

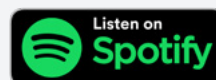


Peter Culver | Co-Founder, Wealthrive

Peter Culver helps families preserve and grow their wealth through thoughtful governance, strategic planning, and open communication. He emphasizes education and sustainable systems that carry family values and assets across generations.



“Family wealth that endures is not built on numbers alone, it’s built on values, governance, and a shared commitment to the future.”



Episode #19 – Nick Galizia

Pipe Dreams and Family Schemes: The Hilarious Truth About Working with Relatives



**Nick Galizia | Vice President & Estimator,
Contemporary Plumbing & Heating**

Nick Galizia offers a humorous, real-world look at working with family in the trades. He highlights rivalries, loyalty, and the camaraderie that keeps both relationships and work on track.



“Working with family means you’ll argue over dinner and still show up on the job site the next morning, because at the end of the day, the work and the relationships both matter.”



Episode #20 – Erin Marcus

From One Generation to the Next: Making Family Business Transitions Feel Effortless



Erin Marcus | Founder & CEO, ErinMarcus.com

Erin Marcus helps family businesses design leadership transitions that are clear, confident, and collaborative. She provides practical tools to align strategy and relationships during change.



“Transitions don’t have to be painful—when families focus on communication and clarity, passing the torch can feel almost effortless.”



Episode #21 – Julie Rotuno

Mentorship and Adaptability: Keys to Success in Family-Owned Enterprises



Julie Rotuno | CEO, Mid-Atlantic Packaging

Julie Rotuno combines hands-on experience with strategic vision to lead Mid-Atlantic Packaging. She credits mentorship and adaptability as the drivers of long-term success.

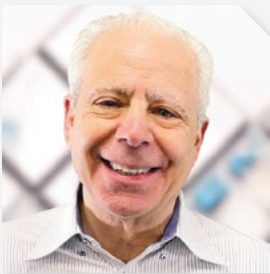


“Mentorship gives you the wisdom to see the path ahead, but adaptability is what allows you to walk it successfully.”



Episode #22 – Neil Kozarsky

Building Relationships and Resilience: Lessons from a Second-Generation CEO

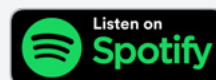


Neil Kozarsky | CEO, T.H.E.M. (Technical Help in Engineering and Marketing)

Neil Kozarsky balances his father’s entrepreneurial legacy with modern industry demands at T.H.E.M. He believes strong relationships with family and customers are the core of resilience and growth.



“Resilience in a family business comes from relationships. When you invest in people, both family and customers, the business can weather any storm.”



Episode #23 – Jesse Sells

Family Feuds and Real Estate Dudes: Navigating Business with Your Siblings



Jesse Sells | Chief Operating Officer, Impact Growth Capital

Jesse Sells leads a family-driven real estate firm with a focus on clear roles and open communication. He turns sibling tensions into productive energy that advances the business.



“Working with siblings means disagreements are inevitable, but if you can channel that energy into the business, it becomes a competitive advantage.”



Episode #24 – Marc Dispensa

Family Business Unlocked: Thriving with the Entrepreneurial Operating System

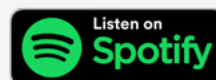


Marc Dispensa | EOS Implementer, Entrepreneurial Operating System

Marc Dispensa helps family businesses gain clarity, accountability, and alignment using EOS. He uses practical tools to keep decisions objective and relationships healthy.



“When family businesses run on EOS, the system becomes the referee. So it’s no longer brother versus sister, it’s everyone versus the problem.”



Episode #25 – David Forster

Scaling Family Businesses: How to Maintain Clarity and Communication for Sustainable Success



David Forster | Founder & COO, Defined Frameworks

David Forster helps family-owned companies with structure, clear communication, and operational discipline. His approach preserves trust while enabling sustainable growth.



“In a scaling family business, clarity and communication aren’t optional. They’re the foundation that keeps growth sustainable.”



Episode #26 – Brielle Freda & Tom Freda

Leading a Legacy: How a Fifth-Generation Sibling Team Is Shaping the Future of Manufacturing



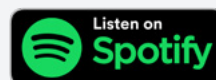
Brielle Freda | President & Operations Manager, Brewster Washers

Tom Freda | Vice President, Brewster Washers

Siblings Brielle and Tom Freda lead fifth-generation manufacturer Brewster Washers, pairing operations strength with strategic innovation. They honor legacy while adapting to new industry needs.



“Being fifth-generation leaders means we’re not just running a company. We’re carrying forward a legacy while making sure it’s ready for the future.”



Episode #27 – Nicholas DAmbrosio

The Best Strategies for Navigating Federal Procurement in Defense Contracting



Nicholas D'Ambrosio | CEO & Founder, NOMADICS

Nicholas D'Ambrosio specializes in defense contracting and federal procurement, building systems that keep firms competitive. He focuses on strategy, compliance, and innovation in a highly regulated field.



"In defense contracting, success isn't about winning one contract. It's about building a system that keeps you competitive for the next hundred."



Episode #28 – Noah Rosenfarb

From CPA to Entrepreneur. Unlocking the Secrets of Meaningful Wealth

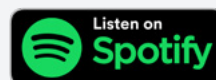


Noah Rosenfarb, CPA | Founder, Wealthrive

Noah Rosenfarb helps entrepreneurs and family owners turn financial success into meaningful wealth. He aligns money with purpose to create freedom, fulfillment, and legacy.



"Wealth isn't just about money. It's about creating freedom, fulfillment, and a legacy that matters."



Episode #29 – Rob Ripp

Profit vs. Growth: The Balancing Act Every Family Business Must Face



Rob Ripp | President & Founder, Fintelligent

Rob Ripp provides outsourced CFO services that help family businesses balance near-term profit with long-term growth. He aligns financial strategy with business goals and family realities.



“Family businesses must learn to balance today’s profits with tomorrow’s growth. Ignore either, and the legacy is at risk.”



Episode #30 – Kyle Tenney

From Printing to Packaging: Navigating the Future of Family Business



Kyle Tenney | Executive Vice President, The Mid York Press

Kyle Tenney is leading The Mid York Press from traditional printing into advanced packaging. He balances legacy with innovation to open new markets and sustain quality.



“The future of a family business depends on our ability to honor where we came from while being bold enough to embrace where we’re going.”



Episode #31 – Luke Henry

The Evolution of IT Retail: From Local Grocers to a National Tech Solution



Luke Henry | Vice President of Grocery, IT Retail

Luke Henry helped scale IT Retail from serving local grocers to a national technology platform. He maintains customer-focused roots while expanding modern solutions for the grocery industry.



“The strength of our growth comes from never forgetting that every big solution starts with understanding the needs of a single store.”



Episode #32 – Susan Michel & Rob Michel

Balancing Tradition and Innovation: The Art of Family Business Leadership

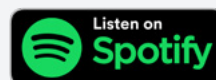


Susan Michel | Founder & CEO, Glen Eagle
Rob Michel | President & CIO, Glen Eagle

Susan Michel built Glen Eagle on family values and client trust, while Rob Michel brings modern strategy, technology, and organizational development. Together they show how legacy and fresh vision can thrive side by side.



“Family business leadership is an art, honoring tradition while embracing innovation so that the company remains both rooted and relevant.”



Episode #33 – Vadim Shelomyanov

Embracing AI: A Vision for the Future of Managed IT Services



Vadim Shelomyanov | President, Data Lab, and INVAR Technologies

Vadim Shelomyanov advances managed IT and cybersecurity by integrating AI while keeping service reliable and future ready. He combines entrepreneurial drive with people-focused technology adoption.



“The future of IT services isn’t just about managing systems. It’s about harnessing AI to create smarter, more resilient businesses.”



Episode #34 – Adam Povlitz

The Three-Tier Franchise Model: Revolutionizing Commercial Cleaning Operations



Adam Povlitz | CEO & President, Anago Cleaning Systems

Adam Povlitz expanded Anago Cleaning Systems with a three-tier franchise model that empowers entrepreneurs and scales quality. He emphasizes efficiency, adaptability, and opportunity creation.

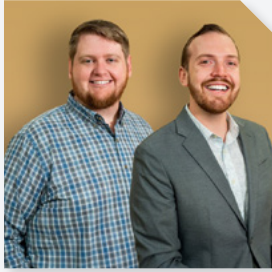


“Our three-tier franchise model isn’t just about cleaning buildings. It’s about building businesses and empowering people to succeed.”



Episode #35 – Andrew Larson & Kyle Cederberg

Building a Future: How Larson Tool Embraces Change While Honoring Its Past

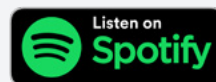


Andrew Larson | Production Manager, Larson Tool & Stamping Company
Kyle Cederberg | Systems & Special Projects Engineer, Larson Tool & Stamping Company

Andrew Larson leads operations for quality and efficiency while Kyle Cederberg drives modernization and process improvements. Together they honor Larson Tool’s heritage and build for the future.



“At Larson Tool, we’re proud of our history, but we know the only way to honor it is to keep adapting and building for the future.”



Episode #36 – John Basil

Succession Planning and Leadership Alignment: Keys to Thriving in Family Businesses

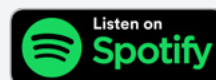


John Basil | President, Basil Advisory Group

John Basil guides family businesses through succession planning and leadership alignment. He prioritizes role clarity, communication, and governance to ensure continuity.



“Succession planning isn’t just about who takes over. It’s about aligning leadership so the entire family and business can move forward together.”



Episode #37 – Sally Derstine

Preparing for Tomorrow: The Importance of Early Succession Planning in Family Businesses



**Sally Derstine | Managing Partner,
Delaware Valley Family Business Center**

Sally Derstine helps multigenerational enterprises build strategies for continuity and leadership transitions. She urges families to start planning early to protect relationships and legacies.



“The best time to start succession planning is long before you think you need it, because by then, it may already be too late.”



Episode #38 – Sam Shine

The Greatest Challenges and Triumphs of a Family Business in Recycling

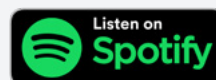


**Sam Shine | Director of Sales & Business Development,
Utility Recyclers International**

Sam Shine drives growth and client relationships at a family-run recycling company committed to sustainability. He shares the resilience required to innovate and create long-term impact.



“In recycling, and in family business, success comes from turning challenges into opportunities and never losing sight of the bigger mission.”



Episode #39 – Brendan Wilson

Bridging Generations: How to Thrive in a Changing Market



Brendan Wilson | President, Montrose Molders Corporation

Brendan Wilson bridges past wisdom with modern strategies at a family-owned manufacturer. He invests in people and flexibility to meet evolving market demands.



“The key to thriving in a changing market is bridging generations, carrying forward the lessons of the past while building for the future.”



Episode #40 – Adam Nordmeyer

Top Innovation Strategies for Family-Owned B2B Manufacturing Companies

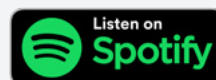


Adam Nordmeyer | Sales & Marketing Manager, Bihler of America

Adam Nordmeyer champions innovation and client partnerships to keep a family-owned manufacturer competitive. He balances tradition with continuous improvement and cutting-edge solutions.



“For family-owned manufacturers, innovation isn’t optional. It’s the strategy that keeps tradition alive while securing the future.”



Episode #41 – Sara Stern

Navigating Leadership Transitions in Family Businesses: Strategies That Work



Sara Stern | Expert EOS Implementer, EOS Worldwide

Sara Stern helps family businesses align vision, roles, and accountability using EOS. She makes leadership transitions smoother by keeping communication clear and teams focused.



“Successful leadership transitions don’t happen by chance. They happen when families align on vision, roles, and accountability.”



Episode #42 – Joe Carolan

Generations of Wisdom: Business Lessons from a Family in Packaging

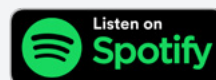


Joe Carolan | Vice President of Sales, Carolan Packaging

Joe Carolan blends inherited wisdom with modern sales leadership at a multigenerational packaging company. He prioritizes resilience, adaptability, and long-term relationships.



“Every generation brings new ideas, but the wisdom we pass down is what keeps the business strong.”



Episode #43 – Dianne Detwiler

From Kitchen Counter to Corporate Strategy: A Family Legacy in Refractories



Dianne Detwiler | Director of Electrode Sales & Product Manager for Alumina Graphite, FRC Global

Dianne Detwiler combines technical expertise with a strong sense of legacy at FRC Global. She shows how humble beginnings can lead to global impact when values guide strategy.



“Our business may have started on a kitchen counter, but it’s the family values we carried into the boardroom that continue to drive our success.”



Episode #44 – Joey Gamer

Humility and Growth: Lessons from a Third-Generation Family Business Leader

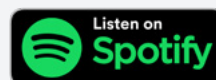


Joey Gamer | Director of Strategic Growth, Gamer Packaging

Joey Gamer drives growth through innovation and customer partnerships at a third-generation packaging company. He views humility as a core leadership strength in family business.



“In a family business, humility isn’t weakness. It’s the foundation for growth and lasting success.”



Episode #45 – Adam Blecker

Mentorship and Legacy: Transitioning from CEO to Vistage Chair in Business Leadership

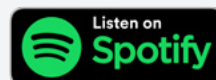


Adam Blecker | CEO, Mentor & Strategist, Vistage Chair at Vistage Worldwide

Adam Blecker mentors CEOs after leading his own family-influenced company. He helps leaders create sustainable impact through growth, clarity, and succession.



“The greatest legacy a leader can leave isn’t the business itself. It’s the people they’ve mentored and prepared to carry it forward.”



Episode #46 – George Contos

Culture as a Competitive Edge: The Power of People in Business Success

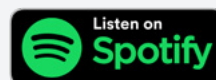


George Contos | CEO, World Wide Metric

George Contos champions culture as the core driver of long-term success at World Wide Metric. He builds trust and empowers people to create a true competitive advantage.



“Culture isn’t just part of the business, it is the business. When you invest in people, success always follows.”



Episode #47 – Kristy Knichel

Her Journey, Her Power. Thriving in a Male-Dominated Industry



Kristy Knichel | CEO & President, Knichel Logistics

Kristy Knichel leads a woman-run logistics company that has grown through innovation and inclusion. She proves that authenticity and strength can break industry barriers.



“Thriving in a male-dominated industry isn’t about proving yourself to others. It’s about staying true to who you are and leading with confidence.”



Episode #48 – Dr. Christiane Schroeter

Overcoming Communication Breakdowns: Keys to Family Business Harmony

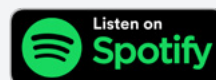


Dr. Christiane Schroeter | Business Coach, Author, Professor of Marketing and Entrepreneurship, and Speaker

Dr. Christiane Schroeter helps family businesses strengthen communication and collaboration for growth. She blends coaching, research, and teaching to improve relationships and results.



“When family businesses strengthen their communication, they strengthen their foundation. Harmony isn’t about avoiding conflict, it’s about learning how to navigate it together.”



Episode #49 – Al Striano

Hitting Home Runs in Business: Lessons from a Former Professional Baseball Player



Al Striano | Vice President of Business Development, EasyWrap

Al Striano is Vice President of Business Development at EasyWrap and a former professional baseball player. He combines the discipline and teamwork learned on the field with decades of business experience to help companies hit new levels of success.



Baseball taught me that success comes from consistency. Showing up every day, learning from failure, and keeping your focus on the next pitch. Business isn't that different."



Episode #50 – Ed Delia, PCM

Overcoming Communication Breakdowns: Keys to Family Business Harmony

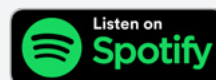


Ed Delia, PCM | President, Delia Associates

Ed Delia has transformed Delia Associates into a leading B2B brand firm while championing multigenerational enterprise success. In this milestone 50th episode, with Rich Palatini of Delia Associates guest-hosting, Ed reflects on his own journey and the lessons learned from interviewing dozens of family business leaders.



"At the end of the day, the heart of every family business story is about people. Their resilience, their passion, and their commitment to building something that lasts."



Celebrating the Legacy of Leadership in Family Business.

GROWING
UP
B2B

What began as a podcast grew into a movement of leaders, founders, and innovators. Together, they show that legacy and leadership build the future of business.



Welcome to the Place Where
B2B Brands Go To Grow.

