



FAMILY FUN

By Alyssa Pressler

Many of us would cringe at the idea of working alongside our family members, but for some, it just clicks. Family-owned businesses across the state have found the sweet spot, leveraging their personal relationships with one another to create a welcoming environment for employees, provide an intimate experience to customers and leave a legacy for future generations they hope will take over.

For many, operating a family-owned business allows them to quickly respond to customer needs. “The clients can call us directly, and we know what their issues are and can get to them pretty quickly,” says Kellie Falk, managing director at Drucker + Falk.

Kris Carroll, president of Grady-White Boats in Greenville, agrees. “Being privately owned has allowed the team to stay focused on Eddie Smith’s passion for customer satisfaction,” she says. “One example of this focus is we call every customer to ask how they are doing and what we can do better.”

The autonomy of family-owned businesses is another benefit. It allows the companies to quickly adjust when needed rather than run decisions through a board. Business owners themselves are able to make the best choices for customers and the surrounding area.

“They’re not worried about what someone in China thinks; they’re wondering what their neighbors think,” says Meredith Horne, marketing manager of Murphy Family Ventures.

All family-owned businesses profiled here are not only running a business in the state but living here as well. The jobs they create are for their neighbors, and the community work they do immediately impacts their area.

It makes the stakes high but the rewards even higher. “We are proud to be an employer in North Carolina and Montgomery County,” says Cameron Capel, president of sales and imports for Capel Rugs. “We hope to go for another 100 years.”

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DRUCKER + FALK

Longtime friends Emanuel E. Falk and A. Louis Drucker first founded Drucker + Falk 81 years ago with \$200, a single typewriter and one part-time employee. Today, their grandchildren are still running the real estate company, which oversees the management of 35,000 apartments located in 10 states, spanning the Mid-Atlantic, Southeast and Midwest.

Headquartered in Newport News, Virginia, Drucker + Falk's Managing Directors are Kellie Falk, her brother David Falk and Wendy Drucker. The company is a major player in North Carolina, managing 15,000 apartments throughout the state.

Drucker + Falk provides real estate management services, particularly multifamily communities. These services include managing the entire operation of the property including leasing, collecting rent and doing maintenance.

Kellie Falk believes the reason the business has succeeded over the years is its commitment to maintaining personal relationships with

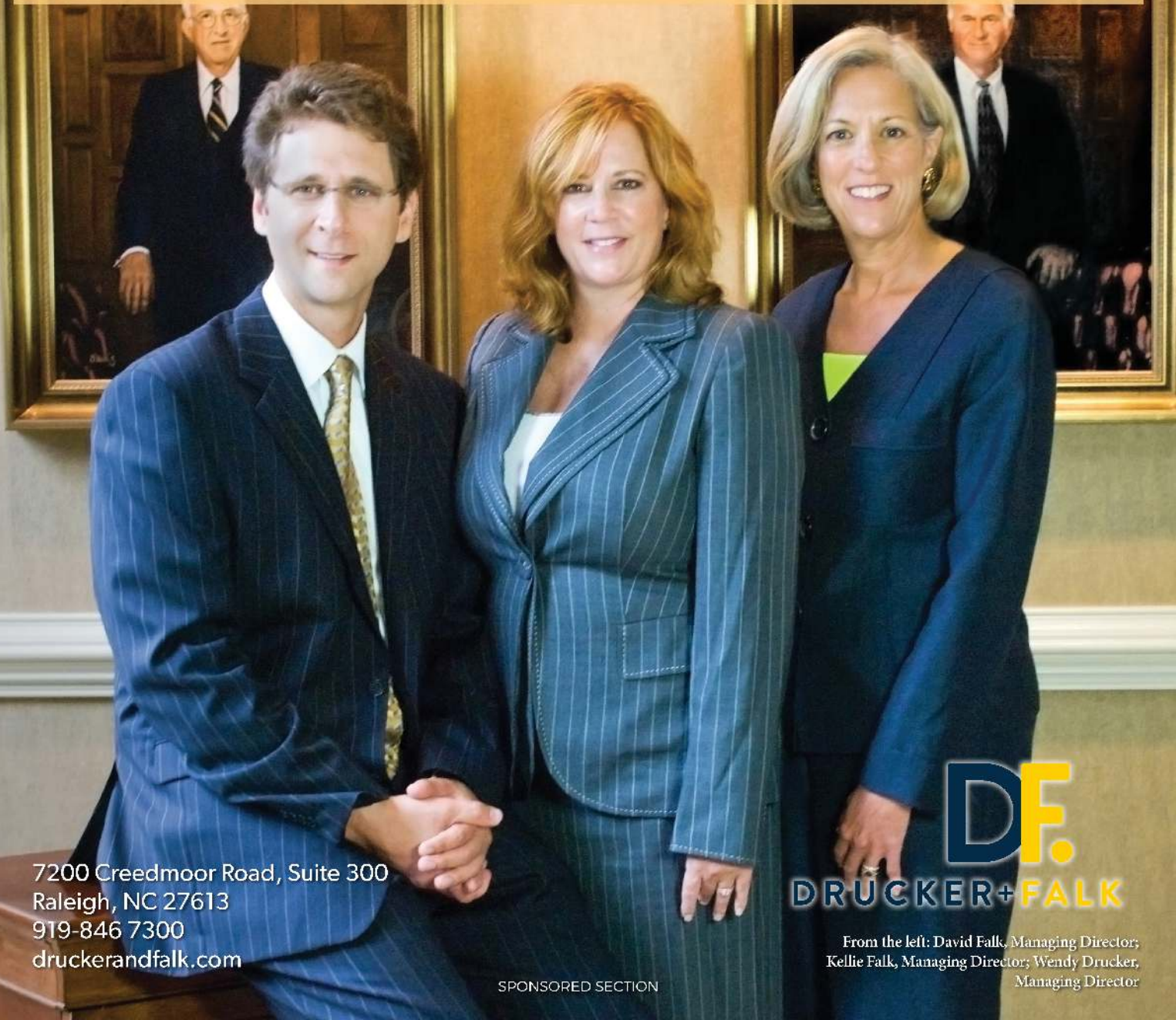
clients, maintaining a family atmosphere for their 1,000 employees and treating apartments as if they were their own.

"The clients can call us directly and we know what their issues are and can get to them pretty quickly," Falk says. "We kind of still have that hands-on approach, and I think that's because we're a family owned business."

In March the business added a large portfolio of apartments in Columbus, Ohio, becoming the 10th state in which they work.

In addition to the multifamily communities, Drucker + Falk also manages more than 3 million square feet of office, retail and industrial space.

"We succeed by building upon the best in class services which we have learned from generations of employees," says David Falk. "We are fortunate to have many long-term dedicated employees that have shared their professionalism and expertise."



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From the left: David Falk, Managing Director;
Kellie Falk, Managing Director; Wendy Drucker,
Managing Director

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CAPEL RUGS

Cameron Capel likes to joke that her career went “from rags to rugs” when she joined her family’s business, Capel Rugs, 27 years ago.

The company’s president of sales, marketing and the import division didn’t immediately jump into her grandfather’s business after college. Instead, she went to New York and spent a few years in the fashion industry.

“It’s not that I wasn’t interested; I was very proud, but I wanted to do something else,” Capel says. “It’s kind of funny, I went from rags to rugs, because they call the fashion business the rag business, and I’ve never looked back. My first job [at Capel] was running our New York showroom in 1992.”

Capel Rugs was founded in 1917 by A. Leon Capel, but his business originally started very differently. Leon Capel’s father owned a cotton yarn spinning mill. One day, he took some scraps from the mill and braided them into reins for his horse and mule drawn plows. He began selling these all over the East Coast because they were cheaper than the leather option.

Then, while in Atlanta at a trade show, Cameron Capel says her grandfather heard about the new mechanical mule, ending the need

for horse-drawn plows. “He thought, ‘Oh great, what am I going to do now?’ So he bought some sewing machines and sewed the yarn into larger rugs,” Capel says.

The rest is history. Over the past 100 years the company has grown to grown to 150 employees, and includes imported rugs of all constructions from around the world. The braided rugs the company was founded on remain a core offering and are all made in Troy where Capel Rugs is headquartered. One was even featured on the Netflix show “Grace and Frankie.”

Capel helps run the company alongside her two cousins, brothers Ron and Richard Capel. Ron is the president of finance and retail while Richard is the president of manufacturing.

The company has continued to grow over the years, even when many manufacturing and textile industries in the state moved overseas to cut production costs. Capel says she and her cousins remain committed to keeping Capel Rugs in North Carolina and in the family.

“We are proud to be an employer in North Carolina and Montgomery County,” she says. “We hope to go for another 100 years.”



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Richard Capel, President of Manufacturing,
Cameron Capel, President of Sales & Imports

Steve Paine

GRADY-WHITE BOATS

Eddie Smith, owner



Greenville's Grady-White Boats is celebrating its 60th year in business and its 51st year with Eddie Smith, as owner. At 26, Smith purchased the company from Glenn Grady and Don White, the founding partners. Originally crafting wooden boats to withstand coastal waves and weather, Smith transitioned the boats into fiberglass, eventually becoming the leader in premium offshore sportfishing boats.

"Eddie's strong values and principles guide the business every day," says President Kris Carroll, 43-year-team-member. "Most important of which is exceptional care of the customer, which he learned from his father. Being privately owned has allowed the team to stay focused on his passion for customer satisfaction. One example of this focus is we call every customer to ask how they are doing, and what we can do better. When you listen to your customers, you create exceptional products they love and incredible long-lasting relationships."

The company has grown to building 28 boat models ranging from 18 to 45 feet. Grady-White Boats has received every Customer Satisfaction Award ever given in the Marine Industry.

Instilling these beliefs to every team member happens every Friday when all work stops for the Friday Focus meeting, where the vision and values of Grady-White are reinforced, customer reviews are read, quality information is shared and there's personal development coaching, too.

"It's that passionate commitment," Carroll says. "Paying exceptional attention to details in our designs, craftsmanship, our team and customer relationships, that is special. It's always been personal for Eddie Smith that our boats be the best and our customers be completely satisfied. This is Grady-White's core and shows in our long-term success."

That success has led to more growth, including an August 2018 addition of 70,000 square feet on their facility, enabling them to produce more and larger boats, including their largest boat ever, the 45-foot Canyon 456.

"Eddie always says, 'I never wanted to be the biggest in the industry, I just wanted to be the best...'" Carroll says. "We want our customers to have the ultimate boating experience and our team to enjoy coming to work every day!"



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TRANSPORTATION IMPACT

Transportation Impact is a relatively new family-owned business with a fast-growing reputation and a passion for giving back.

The company was founded in 2008 by Keith Byrd and Travis Burt, who both worked together at UPS for years. With their knowledge of the industry, they had an idea for a company that could help large quantity shippers save money by negotiating carrier contracts, auditing and optimizing shipping practices and using freight services.

"We're long-time personal and business friends," Keith Byrd says. "We knew from the onset that we needed each other's skills to make this work."

And now Keith and Travis' children are involved. Keith's son Brian Byrd is director of operations and his other son Tyler Byrd is senior manager of freight services. Travis' daughter Kirsten Evans is the audit operations manager and his son Branden Burt is business intelligence manager.

"To work with our fathers is an interesting dynamic," Brian says. "It allows us to really take pride in what we're building."

Nearly all of the founders' children worked in other industries

before coming aboard the family business. But as Transportation Impact continued to grow, they knew they had to get involved. "The company was getting too big and the opportunity was getting too good to pass up," Tyler says.

Kirsten is the only one who went right into the business after college in 2015. She remembers calling her dad to let her know she had a job offer in Boston she was thinking of taking. "He said 'I'm going to always support you. From a father's perspective I'd say go for it, but from a business owner's perspective we're growing like crazy and getting ready to take off and I'd hate for you to miss out on that,'" she says. "It was as simple as that."

Moving forward, the family hopes to continue their momentum by exploring new technology and working on large research and development projects to remain relevant. Being a family owned business helps them achieve this. "We're always working on projects and trying to roll new things out," Branden says. "We're exploiting that strength of being a small business that can do a lot fast."

It's hard work, but that's what the company is built on. "Nothing replaces hard work," Travis Burt says. "We work because we love what we do so much."



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From the left: Branden Burt, Business Intelligence Manager; Kirsten Evans, Audit Operations Manager; Travis Burt, Co-Founder; Keith Byrd, Co-Founder; Brian Byrd, Director of Operations; Tyler Byrd, Senior Manager of Freight Services



MURPHY FAMILY VENTURES

Murphy Family Ventures held its 10th annual Hope For The Warriors Invitational at River Landing Country Club in August, raising nearly \$250,000 this year for the non-profit organization headquartered in Northern Virginia.

This is just one of the ways Murphy Family Ventures, along with its Village at River Landing community and golf course, is able to give back and make a lasting impact as a family-owned business, according to Marketing Manager Meredith Horne.

The business began as a small farm in Rose Hill, in 1962 when it was founded by Wendell Murphy, who has also served as a member of both the NC House of Representatives and the State Senate. It started as a custom milling operation servicing local farmers with its livestock feed needs, but Murphy later expanded his operations into a contract hog production operation that grew to the largest in the nation. The business was sold in 2000 to Smithfield Foods and in 2004, Wendell's son Dell started Murphy Family Ventures.

Today Murphy Family Ventures is a management company based in Wallace, just down the road from their original farm. The company manages both poultry and hog farms in North Carolina and Missouri, as well as other companies such as 1-800-PACK-RAT, Albemarle Boats, Bill Carone

Ford GMC Buick Chevrolet, River Landing, Mad Boar, Village Subs and more, including 60 business entities with over 1,000 employees.

There are three generations represented in the current business model, with some of the youngest members working in all areas of the business, including serving tables and working on the farms.

Horne says the family-knitting that keeps the business together allows them to do things like host huge, 4-day-long events to raise money for veterans transitioning back into civilian life. The annual Hope For The Warriors Invitational has grown to be a star studded event with a block party, golf, and a traditional military field mess.

Over the 10 years Murphy Family Ventures has held the event, they've helped to raise over \$1.2 million for the nonprofit. They've already started planning next year's event, which will take place August 15-18, 2020.

"In talking with the Murphys, you quickly realize that they truly care about that organizations we help out and believe fully in giving back to our community," Horne says. "Here if we have a question or an idea, we can take it directly to Dell and have an answer in minutes, and the employees are all a part of their extended family."



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THE VILLAGE AT
RIVER LANDING



Left to right: Dell Murphy, Larry George, General William L. "Spyder" Nyland, Terry Tate, Hope for the Warriors Veteran, and Wen Murphy