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New TV Program Will Showcase Family-Owned Companies

By Dean R. Fowler, Ph.D.
with PR Release from Discover Mediaworks

An engaging new television series that profiles successful family-owned companies is set to join the line-up of innovative and entertaining television shows produced by Discover Mediaworks -- best known for its popular flagship program, *Discover Wisconsin*, which is the state's longest-running television show and airs nationwide via network, cable and satellite.

Dean Fowler, Ph.D. is honored to have been selected as the host of this new show which is scheduled to debut later this summer on television stations throughout the Midwest.

Not only will each episode bring the story of four family businesses to a wide audience, but equally important, the programs serve as a stand-alone legacy for the family to distribute within their family and company for generations to come.

For more detailed information about being featured on the TV program, *Family, Inc.* please send an email to Dean Fowler Associates, Inc. expressing your interest. - dean@deanfowler.com

Each episode will feature four diverse companies, and among the highlights for the first episode will be profiles on Plymouth-based Sargento Foods and Cleary Building Corporation of Verona. Contributions of renowned family-business consultant Dean R. Fowler, Ph.D., the author of *Love, Power, Money: Family Business Between the Generations* (book) and *Successful Habits of Family Business Successors* (CD), include Fowler as host of the show.

"Family businesses make for great stories," says Mark Rose, president and chief executive officer of Discover Mediaworks. "They involve parents, children, siblings – everyone sharing a dream that ultimately shapes their families, their industries and their communities. We're really excited that *Family Inc.* will be sharing these stories."

Rose says that his interest in developing *Family Inc.* grew from collaborating with some of Wisconsin's signature family-owned companies – and from running his own family-owned business. Discover Mediaworks grew from a company founded by Rose's father, the late Dick Rose, nearly 30 years ago.

"I'm so pleased that these profiles are not only going to bring the story of a family's business to a wide audience, but will serve as a stand-alone legacy that the company can distribute and have for posterity," Rose says.

This is the latest offering from Discover Mediaworks, a Wisconsin-based industry leader in comprehensive high-definition video production and strategic media services, and the winner of numerous Emmy, Telly, Addy, Cameo and Communicator awards for broadcast excellence.

Discover Mediaworks is best known for its popular flagship program, *Discover Wisconsin*, which is the state's longest-running television show and airs nationwide via network, cable and satellite. In addition to *Discover Wisconsin*, Discover Mediaworks produces *American Snowmobiler TV*, *ATV Illustrated*, and the award-winning children's nature show, *Into The Outdoors*. The company's corporate offerings include a wide variety of high-definition video, online solutions, communications and destination marketing products, including educational videos on Wisconsin's Native American history and culture, and programming for *The Travel Channel*. Discover Mediaworks has corporate offices in Eagle River and one of the state's largest full-service high-definition video production facilities in Madison.

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