



### *About Sue Rhomberg and Living Legacies, LLC*

Sue Rhomberg is a third generation Schmid family member of her family business, Crescent Electric Supply Company, currently in its 100<sup>th</sup> year. Crescent was started by her grandfather in 1919, and continued by her four uncles and cousins, now employing the third and fourth generation. CESCO is the eighth largest electrical supply distributor in the U.S. with 160 branches. Sue is the outgoing family council chair, a current council member and has had integral council roles since the council was formed in 2004.

Most family members do not work in the business. The Council with its seven family branches, has been an integral structure of family governance to develop responsible shareholders and effectively communicate, make decisions and connect as a family. The council has helped significantly in guiding important family decisions as the business expands with fourth generation involvement, of which there are 60 plus family members. (The fifth generation is sprouting at the newborn and toddler level!) In addition to learning how to be a responsible non-employee owner and steward of the business, the council structure has helped her family develop family policies to address current needs as well as plan for future generations. With an appreciation of her family history and experiencing the passing of many second generation relatives, Sue has developed a strong interest in preserving their essence, capturing their impact and in mentoring younger generations.

Sue also has a fourth generation family business on her father's side, a small retail firm, Rhomberg Fur Company, which was started by her paternal great grandfather in 1907, currently in its 111<sup>th</sup> year. Her father, uncle and brother expanded the business that her brother Jim currently runs in Iowa.

Within her family, Sue has embraced her inherited family values of being a steward of the family business, working hard, giving back, having fun and enjoying celebrations. This has guided her in taking a leadership role in planning many worthy life celebrations, legacy projects. She is currently studying and writing about the educational philosophy of legacy.

Sue's passion is working with family leaders in connecting generations and preserving what's important to them and their family as a whole. She believes that all people make their unique contributions. This core belief and her cumulative experiences have sparked her interest in assisting others in discerning, articulating, and expressing their legacy in a worthwhile way.

She has a Master's degree in Human Resource Management, undergrad degree in Occupational Therapy and over twenty five years of clinical and middle management experience in rehabilitation services.

Sue's personal legacy? She is expanding the understanding and pursuit of legacy for it to be realized in a much bigger way and available to all people. Sue guides people in inspired contribution to experience extraordinary living toward a purpose they really care about and that can be helpful beyond their lifetime, for the benefit of others and future generations.