

Laticrete's Chairman Rothberg Details Transitioning Family Business to Non-Family Leadership in New Video

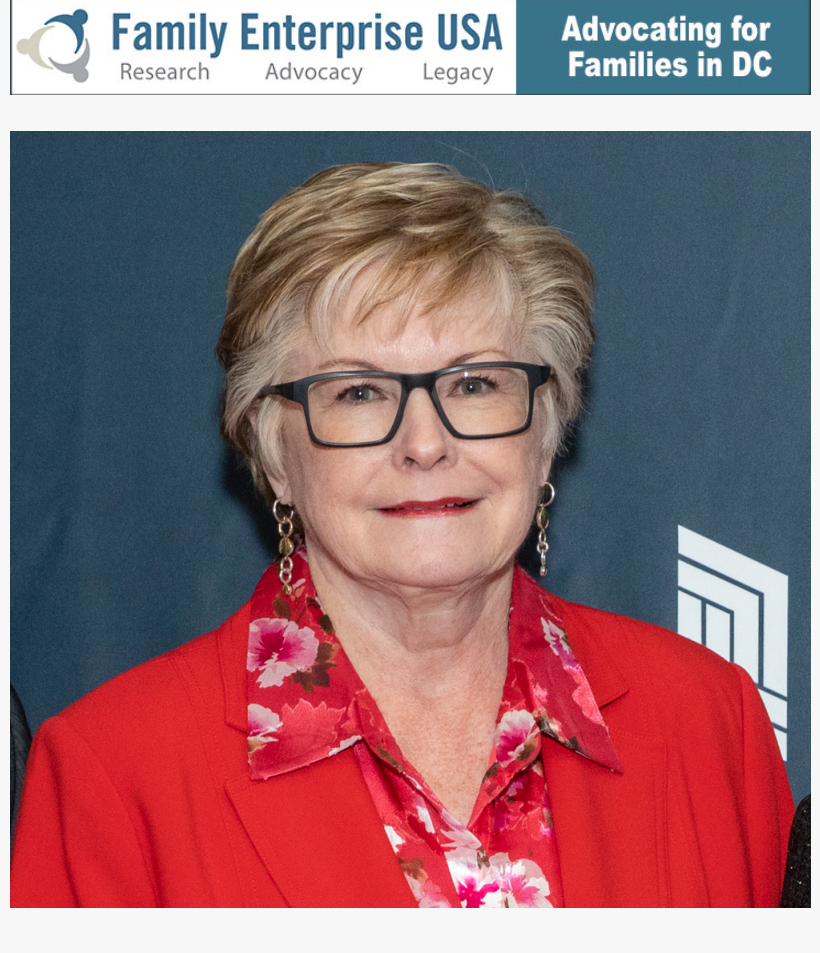
Video Series Explores Struggles, Successes of America's Largest Private Employer, Family Businesses

BETHANY, CONNECTICUT, UNITED STATES, October 19, 2022 /EINPresswire.com/ -- Laticrete International Inc., a third-generation family-owned business and leader in the construction industry, has found a new leadership approach for the 65-year-old company, and it is outside the family.

In a new video by Family Enterprise USA, Laticrete Chairman David A. Rothberg details how during the pandemic a decision was made by the family to bring in non-family members to helm the company and guide it into the future.

In a wide-ranging discussion on family business management, Pat Soldano, President, Family Enterprise USA, and its sister organization, Policy and Taxation Group, both based in Washington DC., spoke with Rothberg about his family's global company.

Laticrete, based here, has 2,000 employees with 24 facilities around the world. The company was founded by Dr. Henry Rothberg, a chemical engineer, who created a new system for installing tile. The company now specializes in adhesives for tile, masonry and stone installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete



restoration.

In the video, Rothberg touches on bringing in outside management, the company's Evergreen Commitment to always be a family-owned business, its multi-generational employees, the critical issues facing family businesses, and managing a business that operates in over 100 countries.

"Our family, and the next generation, is very much involved in the business, but our goal is to have parallel governance for our company, both with the family, but also with outside advisors," said Rothberg. "We want to create structures that affectively deal with many ethical and business issues that come up and we have a forum to handle both points of view," he said.

America's family businesses represent 59% of the country's private workforce, or some 83.3 million U.S. jobs, research shows. In a recent survey by Family Enterprise USA, it was found family businesses in America consisted of 23.7% in manufacturing, 10.4% in construction/facilities, and 9.75% in real estate.

"This video series is all about telling the stories of America's family businesses," said Soldano. "There are many challenges multi-generational family businesses face just trying to survive," she said. "Too often estate tax bills force families to sell, and over-regulation makes family businesses uncompetitive. These videos help bring some of those struggles to light."

To watch the full interview with Laticrete Chairman Rothberg go to:

<https://www.youtube.com/watch?v=fHlxWaTwK64&t=0s>

If you have a family business and a story to tell about your success and/or challenges go to www.familyenterpriseusa.com to submit them to us on the Contact page

About Family Enterprise USA

Family Enterprise USA promotes family business and job creation, growth, viability, and sustainability by advocating for family businesses, their lifetime of savings, and the issues they face running their businesses every day. The issues we fight for or against with Congress in Washington DC are high Income Tax Rates, possible elimination of Valuation Discounts, increase in Capital Gains Tax, enactment of a Wealth Tax, and the continued burden of the Estate Tax (death tax), and with the possible elimination of Step up in Basis. Family Enterprise USA represents and celebrates all sizes, and industries of family businesses and multi-generational employers. FEUSA is a 501.C3 organization. www.familyenterpriseusa.com

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