



[Learn more!](#)

UNI FAMILY BUSINESS CENTER
VIRTUAL BREAKFAST SERIES

Balancing Legacy and Innovation in the Family Business

FRIDAY, MAY 19, 2023 | 8 - 10 A.M. CST

The balancing act between the legacy of the family business and the spirit of entrepreneurship can be a challenge. Staying relevant in the family business requires both innovation and entrepreneurship, but how can you achieve the balance? Multi-generational companies often look very different from the business that the founder established. This final session of the 2022-2023 Virtual Breakfast Series will center around how families can foster a spirit of entrepreneurship and not lose the legacy that their business was built on with guest panelist Robert Pasin of Radio Flyer.

Featuring Robert Pasin

CHIEF WAGON OFFICER AT RADIO FLYER

Robert heads Radio Flyer Inc., the business founded by his grandfather in 1917. Radio Flyer is an iconic brand that holds a special place in people’s hearts because it instantly transports them to a happy time — to the best parts of childhood. Robert works with a team of “FUNomenal Flyers” whose mission is to create products that bring smiles to kids of all ages and create warm memories that last a lifetime. He is devoted to making his company a “best place to work,” and cultivating a culture infused with fun that ultimately drives innovative, award-winning results. This commitment to making Radio Flyer FUNomenal has led to breakthrough business outcomes, with company sales growing by 10X thanks to Robert’s focus on building a highly committed and creative team. Robert reinvented the business which now expands well beyond the iconic Little Red Wagon™ to include tricycles, scooters, ride-ons, electric vehicles, and the Tesla Model S for Kids. Most recently, the company launched the FLYERTM Line of electric bikes & scooters for adults. Robert is also the Emmy winning producer of the animated short film, Taking Flight.

