



**The Business Edge**  
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**December 18th 2013: Lessons from Our Fathers:  
Bringing the entrepreneurial spirit to the next  
generation.**

Debra Williams and Jaynie Schultz are 2nd and 3rd generation entrepreneurs who together started their own company, Retreat Central to help camps grow their retreat revenue through their website directory. They will share their insight on being an entrepreneur and how to know whether you are suited for owning your own business. They will talk about adaptability, risk tolerance, talent acquisition, strategy, collaboration and how to recover from a skinned knee. They will also discuss how to create a culture of shared ownership and how to engage employees in the mission of the company.

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**Featured Guests**



**Jaynie Schultz**

In 1986 Jaynie Schultz joined her mother in creating Garrett Creek Ranch Conference Center. She is very involved in her local community as well as the national Jewish community, ranging from education to Israel.

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**Debra Williams**

Debra Williams began her career in the hospitality industry owning two successful venues. After selling her businesses she became the Director of Sales and Marketing for Garrett Creek Ranch Conference Center and led them to their most successful years financially. Debra is on the Board of Trustees of her Temple and serves as the Board Chair for Blondes vs. Brunettes an organization that supports Alzheimer's disease. She and her husband Ben Williams live in Dallas with their two children.

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