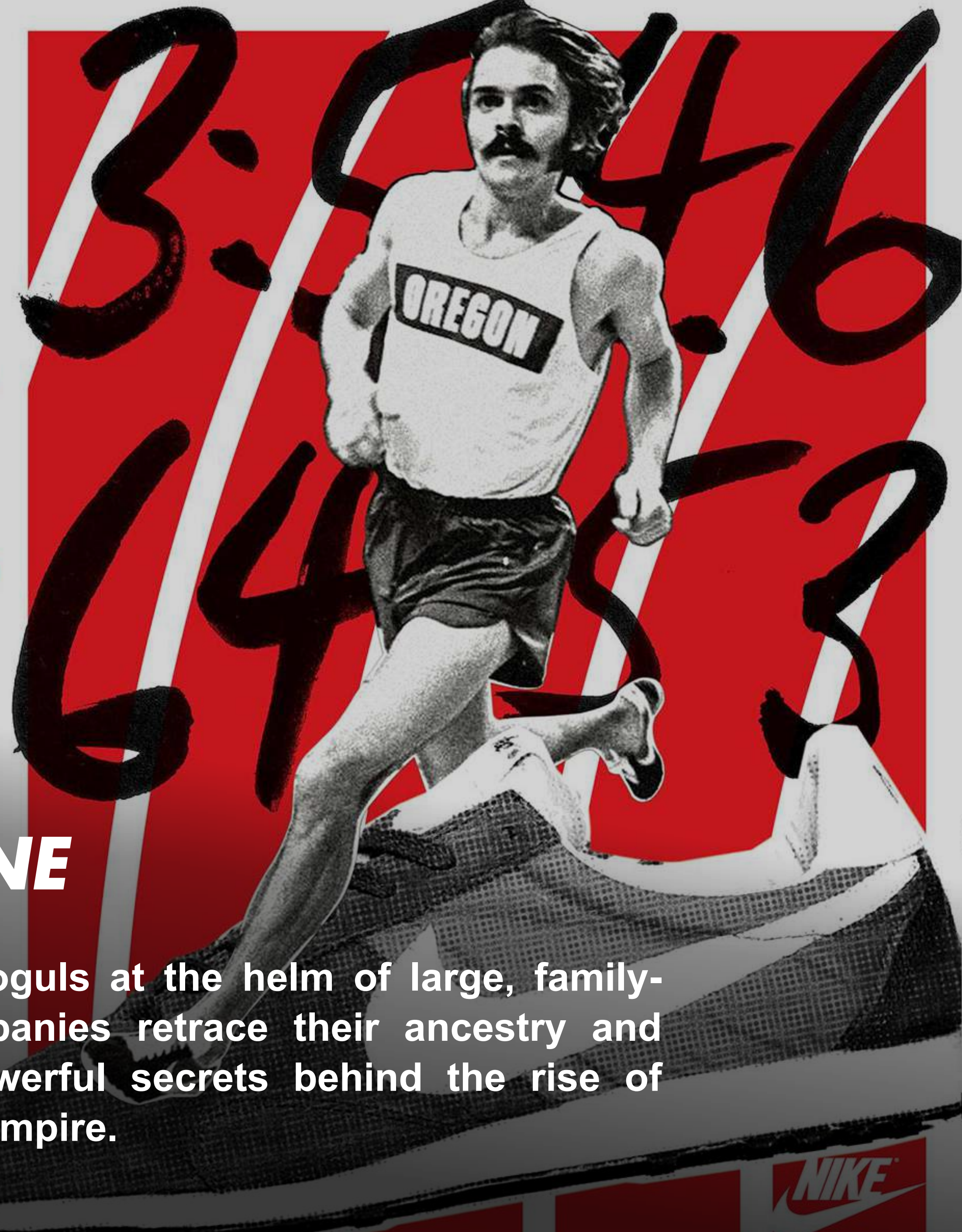




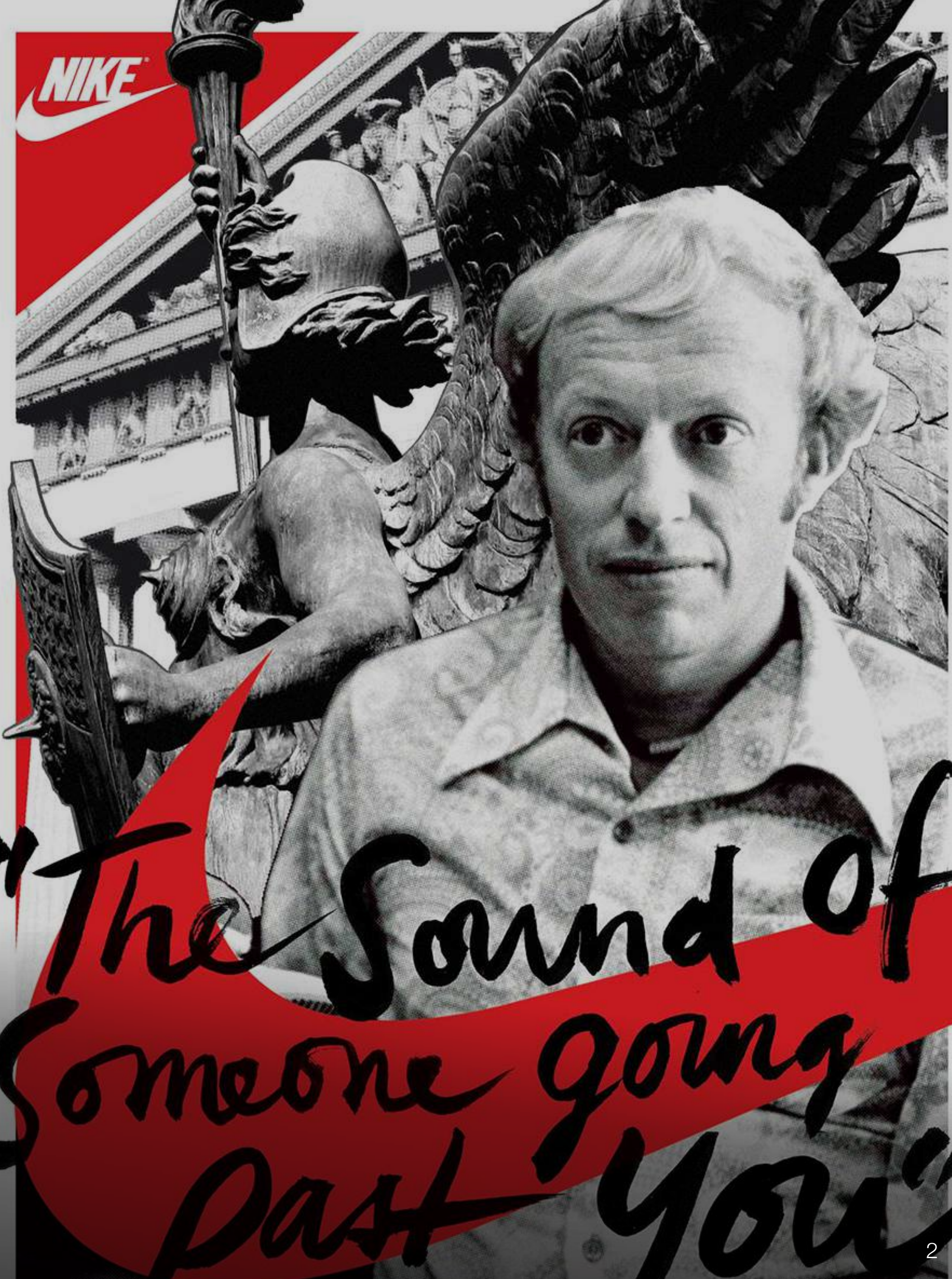
DYNASTIES

Who was
that guy
kicked
the shit
out of the
tecs?



LOGLINE

Business moguls at the helm of large, family-owned companies retrace their ancestry and discover powerful secrets behind the rise of their family empire.

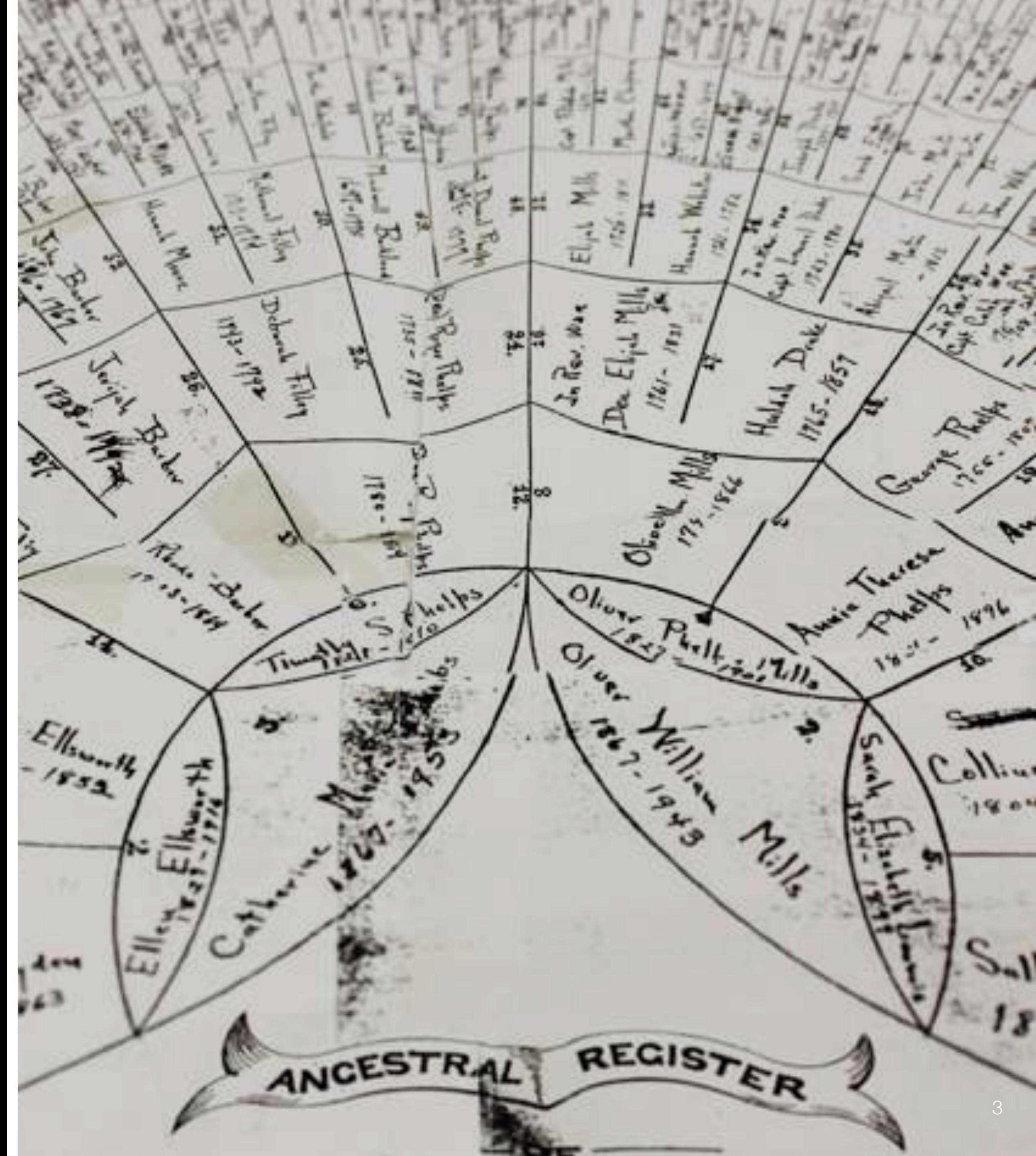


"The Sound of
Someone going
past you"

CONCEPT

The genesis stories of large family-owned companies are rich with themes of self-determination, perseverance, and achieving the American Dream. These tales are often interwoven with a family genealogical tale full of unexpected twists and turns.

In this series, we trace the ancestry of family-owned empires back to the founders—and beyond—to learn new revelations about the building of their businesses and the secrets to their success.





FORMAT

In each episode, we feature a different family and business. We meet the family member who heads the company today, and follow as they retrace their lineage and concurrently learn the story of the growth of the business itself.

We interview experts in the industry, close associates of the family, and other family members (both close and distant).

We follow our protagonists as they walk in the footsteps of their ancestors and learn untold secrets and stories. They meet expert genealogists who help fill in the holes in their family tree and legacy.

In the end, the family—and viewers—will learn valuable insights into the history of their dynasty.

WHY NOW?

Viewers love watching the stories of the rise of successful people and enterprises. These are aspirational stories that inspire people from all backgrounds. We live in a time when large, family-owned businesses are becoming rare. Through exploring the family ancestry on a deeper level, this series tells the story of the rise of a well-known, successful family as it seeks to expand the history and folklore behind the business.

NORDSTROM





COMPANIES

Mars

Frank C. Mars was born in Glenwood, Pope County, Minnesota. As a young boy he contracted polio, which prevented him from being able to walk to school. His mother, Elva, taught him his lessons in their kitchen and also how to hand-dip chocolate.

In 1911, Frank started selling butter cream candy from his kitchen in Tacoma, Washington. After getting the idea for a “malted milk in a candy bar” from a discussion with his son Forrest Sr., Frank creates the Milky Way bar in 1923. The operation grew exponentially with the introduction of the incredibly popular Milky Way candy bar., and the company was later acquired by his only son, Forrest Mars, who helped launch the brand internationally.

Today Mars is one of the world's largest and most successful manufacturers of chocolate, confection, gum, drinks, and pet care products. Stephen Badger, descendant of Frank Mars, is Chairman of the Board. Stock in the company is held by multiple family heirs.



Walmart

In 1962, founder Sam Walton took his knowledge of discount retailing and opened the first Wal-Mart store in Rogers, Ark. It wasn't long before Sam expanded his business and opened up hundreds, then thousands of stores worldwide.

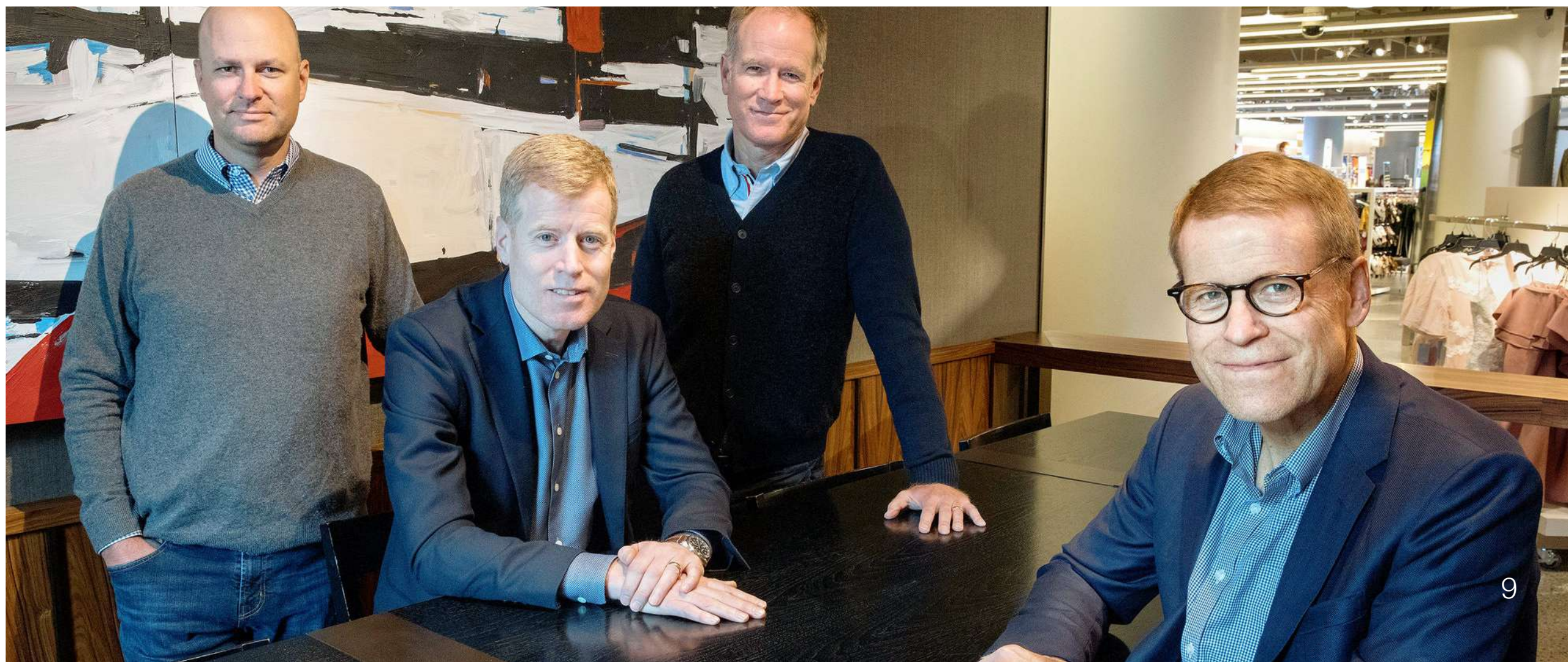
Wal-Mart became the world's largest retailer and most successful family business of all time. After Sam died in 1992, his empire was passed on to his wife and children. Rob Walton succeeded his father as chairman of Wal-Mart, and his brother, John, served on a company committee that oversaw Wal-Mart's finances and future projects until his death in 2005. Walton's other children have distanced themselves from the family business, but remain important shareholders of the mega corporation.



Nordstrom

Nordstrom was founded as a shoe store in 1901, by two veterans of the Alaskan Gold Rush, John W. Nordstrom and Carl F. Wallin. The department store chain that has been spreading gradually from the Pacific Northwest since.

The iconic company fell on hard times in the 1990s. It was being run by committee — by multiple people not named Nordstrom. Then, in 2000, Blake Nordstrom took the reins. He argued that the corporation should cut the fat, oust the consultants and return to its core value of customer service. The company steadied and began to grow again, even as the internet was transforming, or dooming, retail. Blake remains at the helm today.



Comcast

In 1963, Ralph J. Roberts founded a small, Mississippi cable TV business. From the beginning, his focus was always on family and business. As such, his family served important functions in the enterprise.

Today Comcast is the largest cable operator and home Internet service provider in the United States. It's also one of the biggest and most successful family-owned companies of all time. Regardless of how big Comcast has gotten, the Roberts family has remained very involved in the business. Ralph Roberts serves as the chairman emeritus and his son, Brian, is the current CEO.



Ford

Ford's rich history begins with its legendary founder, Henry Ford, whose innovation and strong leadership lead to the creation of the first affordable automobile, the Ford Model T.

Today Ford Motor Company is the second-largest automaker in the U.S. and one of the biggest family businesses of all time. For more than 100 years, the Ford family has maintained control of the automotive company. The founder's great-grandson, William Clay Ford, Jr., currently serves as the executive chairman and two other family members sit on the board.



Jose Cuervo

In 1758, Don Jose Antonio de Cuervo was issued a land grant by King Ferdinand VI of Spain in the town of Tequila, Jalisco. Here his family founded the Taberna de Cuervo, the farm where they would cultivate and harvest the flowering blue agave plant, a water-retaining plant found in central Mexico that is distilled to create tequila. The first Vino Mezcal de Tequila de Jose Cuervo was made in 1795.

Today Jose Cuervo is the best-selling tequila in the world. Jose Cuervo is family-owned and is run today by the Beckmann family of Mexico, descendants of Don Jose Antonio de Cuervo. Juan Domingo Beckmann (age 52), son of Juan Beckmann, is the sixth-generation leader of the company.



Samsung

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities, and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth.

Lee Kun-Hee helped grow his father's company, Samsung Group, into a global conglomerate. He is chairman of the flagship business, Samsung Electronics, while his son (and expected successor) Jay Y. Lee is vice chairman. Daughters Boo-Jin and Seo-Hyun also hold executive roles within the firm.



S.C. Johnson

In 1886, Samuel Curtis Johnson founded a flooring company he named S. C. Johnson. The company's principal product at that time was parquet flooring, later adding other floor care products like Johnson's Prepared Wax, Johnson's Dance Wax and Johnson's Wood Dye.

Today, the company is run by fifth-generation family members, and it makes and sells household goods and products for home cleaning, home storage, air care, personal care and insect control. Its well-known brands include Windex, Pledge, Glade, Shout, Saran, Ziploc, Edge, Scrubbing Bubbles and Raid.



Jim Beam (1795)

Bourbon was born in the 1770s when corn farmers of the Kentucky region of Virginia distilled their excess crop into a sweeter whiskey. In 1795, history was made when distiller Jacob Beam sold his first barrel of whiskey, called "Old Jake Beam Sour Mash," from the family distillery, which was known as "Old Tub." The company didn't change its name to Jim Beam until 1943, named after Colonel James B. Beam, the fourth generation of the Beam family to take over the distillery.

Today, seventh-generation family member, Fred Noe, and his son Freddie, are the master bourbon distillers at Jim Beam.



Thank you.

BACKROADS

PICTURES