Why a Forum Only for Family Businesses?
Family businesses face unique challenges. In addition to all of the fundamental issues involved in operating a business, families in business must address a number of other important concerns, including:

- Developing visions for the family and business that are mutually compatible
- Selecting and preparing successors
- Planning for estate taxes and ownership transfer
- Developing fair and effective compensation strategies for family members as well as non-family employees
- Developing and implementing governance structures
- Fostering open and productive communication
- Creating productive roles for family members who are not active in the business
- Managing conflict within the family and business
- Attracting and retaining non-family managers and employees

About the Family Business Forum
The Family Business Forum was established by the Rothman Institute of Entrepreneurial Studies in 1992 to support family businesses. The Forum is designed to provide family businesses in the metropolitan area with a unique opportunity to learn from leading experts about proven strategies for successfully owning and operating a family business through outcome oriented educational programs and seminars.

The Forum also provides members with the opportunity to exchange ideas and share experiences. Programs are designed to foster interaction and participation by addressing issues of specific concern. The members-only environment fosters long-term relationships based on mutual trust and understanding and an ongoing dialogue about family and business issues.

What to Expect from a Forum Seminar
A typical Family Business Forum seminar consists of 40 to 50 members — representing two or three generations, with family and non-family members — from various types and sizes of businesses. Representatives from sponsoring organizations are also present at seminars to offer their expertise when appropriate. Seminars vary in content and format. Some feature family business experts while others include panels of members and sponsors.

Family Member Benefits

- **Four Half-day Programs**
  These sessions are designed to provide members ample time to fully explore issues with the aid of national experts, while offering enough time to return to the office for the better part of the afternoon. The day begins with continental breakfast at 8 a.m., followed by a formal program from 8:30 a.m. until noon. Participants then meet for lunch.

- **Two Breakfast Programs**
  These two-hour sessions focus on subjects of timely interest to members, and often feature regional experts or panels of Forum sponsors and members. The seminars begin at 8:30 a.m. and finish by 10:30 a.m. Full breakfast is included.

- **Peer Group Meetings**
  These meetings allow members to join together in a small group to meet with each other and a facilitator to discuss issues that they identify as important to them. Participation in a peer group complements the Forum sessions by allowing members to further explore issues, many of which are generation-specific, in a smaller, more intimate setting. For example, there are groups for the successor generation and for owners and founders.
Updates on Legal, Financial and Other Important Issues
Each Forum seminar features brief updates by one or more professionals on current or developing business issues relevant to family businesses.

Workshops on Business Skills
Occasionally, Forum members will request a session on improving their functional business skills such as financial analysis or management. These are offered by FDU faculty or outside experts.

Free Consultation with Forum Sponsors
Each member family is offered a complimentary consultation with each of the Forum sponsors.

Annual Social Gathering
The relationships that develop among members are one of the greatest benefits of membership. The December holiday gathering is an opportunity for members, sponsors and University representatives to relax and get to know one another better in a purely social setting.

Monthly Subscription to The Family Business Advisor
Each member family receives an annual subscription to The Family Business Advisor, a monthly newsletter devoted to successful business management, family relations and asset protection. This newsletter has a vast readership and strong reputation within the family business community, and features interesting and substantive articles.

Quarterly Subscription to Rothman Ink
The Institute’s newsletter keeps Forum members apprised of issues related to entrepreneurship as well as its other programs. Included in each newsletter is Family Ink, a section that focuses on the Forum and family business related issues.

Reduced Fees for Business Enterprise Forum Programs
Forum members receive a 50 percent discount or free admission to all seminars offered through the Institute’s Business Enterprise Forum or Female Entrepreneurs’ Alliance, which present programs for the business community.

Membership Fee
Annual membership in the Forum is $2,000 per family, which allows up to four members from each family/company to attend each session. New members are welcome to join at any point throughout the year.

Sponsors
The Forum is sponsored by professional organizations that have a special interest and expertise in issues faced by family businesses.
- Amper, Politziner & Mattia
- Schenck, Price, Smith & King, LLP
- Selective Benefits Group, Inc. / The Jaskol Group
- Sun National Bank

Sponsors provide financial assistance that enables us to maintain reasonable membership fees. In addition, sponsor representatives provide valuable advice and insight through participation in planning meetings and the Forum’s programs. All sponsors agree not to solicit Forum members.

About the Rothman Institute
The mission of Fairleigh Dickinson University’s Rothman Institute of Entrepreneurial Studies is to foster entrepreneurship in both the academic and business communities. The Institute has been offering innovative academic and outreach programs to support entrepreneurship since 1989. Recently, Entrepreneur and Success magazines ranked it as one of the nation’s Top 50 entrepreneurship programs.

The Institute offers an MBA in entrepreneurship, a major and concentration in entrepreneurship on the undergraduate level, a post-MBA certificate in entrepreneurship and a certificate in entrepreneurial and business management studies.

Other programs sponsored by the Institute include the New Jersey Family Business of the Year Award; the Business Enterprise Forum seminars; the East Coast Collegiate Entrepreneurs Awards program; the Female Entrepreneurs’ Alliance; the Discover Busine$S Teen Camp; and the Business Plan Development program that partners teams of MBA students with regional businesses and start-ups.

The Rothman Institute is part of Fairleigh Dickinson’s Silberman College of Business, which is fully accredited by AACSB International – Association to Advance Collegiate Schools of Business.

For More Information
The best way to learn about the Family Business Forum is to experience a seminar. If you are interested in attending an upcoming session as our guest, or you would like to speak with us or a current member about the Forum, please contact the Rothman Institute at 973-443-8880.
It’s all “Relative”:
Working Together to Strengthen Your Family Business

Thursday, February 24 • 8:30 a.m. – 10:30 a.m.
Full Breakfast – 8:00 a.m.

How The “West” Was Won!
Featured Speaker: Len Green

Rothman adjunct faculty member and successful entrepreneur Len Green will return to the Family Business Forum to address key issues relating to any family business as they prepare to welcome the next generation, including mentoring, long range objectives and the role a mother plays in the process. Attendees will experience a “hands-on” role playing exercise in which they will examine an award-winning case study involving the decision process facing a student as he considered joining his family’s business, and issues that arose during his time “on the job.” Each team will determine an effective solution and prizes will be awarded to the team with the best strategy.

Thursday, April 14 • 8:30 a.m. – Noon
Continental Breakfast – 8:00 a.m. • Lunch – 12 Noon

Performance Management 101
Featured Speaker: Paul Dorf

Effective performance management is an integral part of the pay-for-performance concept embraced by many companies. Family-owned businesses are seeking more and more to integrate a performance-based pay system in order to compete with larger organizations. Through this program, speaker Paul Dorf will provide members with the tools they need to establish a performance evaluation system, and to administer that system to provide the maximum benefit to both the organization and the participant. Strategies for identifying performance goals, tracking performance and recognizing achievement will be provided, emphasizing communication and feedback between managers and employees.

Thursday, May 12 • 8:30 a.m. – Noon
Continental Breakfast – 8:00 a.m. • Lunch – 12 Noon

Creating Corporate and Family Governance Structures for Your Family Business
Featured Speaker: Marc Silverman

The key to creating a governance structure that best fits the needs, strengths and competencies of a family business is to design both the formal and informal elements of the organization’s structure to support each other. Dr. Marc Silverman has worked with dozens of family businesses to set up these structures in their businesses. The workshop will provide practical tools on analyzing your governance needs and potential structures such as Family Protocol and Family Council.

Thursday, June 16 • 8:30 a.m. – Noon
Continental Breakfast – 8:00 a.m. • Lunch – Noon

Optimal Family Business Attitudes and Behaviors: The Simple Steps You Can Take To Have Them
Featured Speaker: Joseph Astrachan

What practical information does family business research have to offer to you? Studies of the best performing, most communicative family companies can be extremely illuminating in discovering the best way for your company to govern itself. This talk will decipher the work of academia to help you decide: Who should have a voice? What are rights and responsibilities of shareholders? How to transfer ownership to next generation? How do structures such as family councils and board of directors interact? What are ways to increase your luck in promoting family values and beliefs, leadership, planning process, boards of directors, shareholder agreements and succession planning?

Thursday, September 22 • 8:30 a.m. – Noon
Continental Breakfast – 8:00 a.m.

Advisory Boards: Can They Help Your Company?
Featured Speakers: Forum Sponsors

Hear about and discuss how an advisory board may benefit your company. Presented by experts from the Forum’s own sponsor organizations, this workshop will identify the critical issues facing any company when considering the implementation of an advisory board that should be examined to protect the business and the family’s financial future. Members and sponsors will participate in an interactive “role playing” exercise that will re-enact a fictional company’s advisory board meeting. The goal is to get first-hand experience with an advisory organization, while sponsors provide valuable guidance and insight on the ins and outs of selecting an effective advisory council.

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Thursday, November 3 • 8:30 a.m. – 10:30 a.m.
Full Breakfast – 8:00 a.m.

Intra-/Intergenerational Issues Dialogue
Facilitator: Leo J. Rogers
Panelists: Members of the Family Business Forum

Back by popular demand, this session presents an opportunity to share and exchange points of view on intergenerational issues, including some that have surfaced in peer groups over the past year. Owners/founders can learn what is on the minds of the successor generation, and vice versa, in a constructive, entertaining environment. Issues put forth for discussion will retain the confidentiality and integrity of the peer groups but will foster open communications.

Thursday, December 1, 2005
5:30 - 8:00 p.m.
Lenfell Hall, The Mansion
Fairleigh Dickinson University – Florham Campus

Family Business Forum Holiday Cocktail Party

This festive, year-end social gathering of Forum members, their families and guests, and University officials is a time to relax and enjoy each other’s company.

PROGRAM SPEAKERS

Leonard C. Green, a Rothman Institute adjunct professor, heads a full-service financial organization and family business, The Green Group. His background includes more than ten years at Touche, Ross and Company. He is an author, lecturer and teacher, having taught at NYU and Miami University of Ohio. Green received his BS from Rutgers, an MS in Taxation from NYU, Monmouth University and he is a graduate of the Owner/President Management Program at the Harvard Business School and Babson’s Symposium on Entrepreneurship Education. Mr. Green is a regular presenter at Babson College’s Annual Entrepreneurship Conference.

Paul R. Dorf is the Managing Director of Compensation Resources, Inc. He is responsible for directing consulting services in all areas of executive compensation, including, pay-for-performance and salary administration. He has over 40 years of Human Resource and Compensation experience. For the past two decades, he has been on the faculty and taught various compensation courses at institutions including Boston and Temple Universities, and has an Accredited Personnel Diplomat (APD), the highest level of Personnel Accreditation, by the American Society of Personnel Administration (ASPA).

Marc Silverman brings over fifteen years of experience to his work helping family business members create healthy families and businesses. Marc has served as president of the International Organization Development Association, and has been instrumental in bringing the tools of organization development to several countries including Russia and Thailand. Marc received his Ph.D. in Organization Development from American Commonwealth University where he studied with two of the founders of Organization Development. He trained and worked as a family therapist and worked in his own family's business, and has published a number of articles on Family Business Leadership and Communication, most recently in Nation’s Business and Consulting Today.

Joseph Astrachan is the Wachovia Chair of Family Business at the Coles College of Business, Kennesaw State University in Georgia. Astrachan is editor of Family Business Review, a scholarly publication of the Family Firm Institute (FFI) of which he is a former board member. He is on several editorial review boards of scholarly journals, including The Journal of Small Business Management. He has been involved with such lobbying groups as The Committee to Preserve American Family Businesses; is a member of the Academy of Management; and a founding member of the Yale Program for the Study of Family Firms. Raised in a family where uncles, great uncles and grandparents owned businesses, Astrachan earned his B.A., M.A., M. Phil., and Ph.D. degrees at Yale University.

FOR MORE INFORMATION

For more details on the Forum, please contact:
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