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$$ 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.
Leadership, Communication and Creativity: Basic Ingredients of a Successful Family Business

Thursday, March 23, 2006 • 8:30 a.m. – 12:30 p.m.
Continental Breakfast – 8:00 a.m. • Lunch – noon

Cultivating Leaders in Family Enterprise
Featured Speaker: Fredda Herz-Brown, Principal, The Metropolitan Group

Why are we so interested in leadership? What are the myths and realities of leadership? What are the qualities that make for leaders of tomorrow and how can they be developed? Dr. Herz Brown will address these questions using videotapes and an interactive case study exercise. Forum members will leave the program inspired to think differently about leadership and its long term development for the benefit of their companies, and for themselves.

Thursday, April 27, 2006 • 8:30 a.m. – 10:30 a.m.
Full Breakfast – 8:00 a.m.

Web Marketing Techniques to extend your Brand and your Business
Featured Speaker: Len Muscarella, President, Interactive Media Associates

Most family businesses have a Web site. But too few of them are actively engaged in Web marketing, which means actively identifying, pursuing, and servicing customers using Web technologies. In this presentation, online pioneer and author Len Muscarella will present a holistic framework for Web marketing in a four-phase approach. He will demonstrate affordable, measurable techniques for advertising products or services on the Web, generating business leads, servicing existing clients, and collecting information from the market to improve business operations.

Thursday, May 18, 2006 • 8:30 a.m. – 12:30 p.m.
Continental Breakfast – 8:00 a.m. • Lunch – noon

Teamwork for Productivity Improvement:
Dramatically improve communications, morale and productivity to increase your profits
Featured Speaker: Rosemarie I. Strawn, MBA, Founder, Positive Actions, Inc.

“If you’re fighting, you’re not working.” – The Apprentice. This interactive workshop will guide you to dramatically improve communications, teamwork and productivity, allowing you to win more clients and increase profits. What are the influencing factors for great teamwork and how do you manage them? What is your common purpose as a family-owned business? What techniques from world class teams can you apply to help you increase teamwork? What are the benefits of cooperation? What is your “Team Spirit” level and how do you evaluate it? Learn to develop answers to these critical questions.

Thursday, June 22, 2006 • 8:30 a.m. – 10:30 a.m.
Full Breakfast – 8:00 a.m.

The Elements of a Successful Business Mentorship
Featured Speaker: William Glennon, Founder, Creating Options

Every business owner should have a mentor — someone who’s been down that road before. Friends and family, and even casual acquaintances can provide a steady flow of information regarding news, industry developments, and opportunities. Industry analysts, consultants, and good networking contacts can share their expert knowledge with you regarding particular needs that are encountered. But only a mentor can truly share wisdom on an ongoing basis. In this informative program, forum members will learn from a real-life relationship about the value of mentoring, finding a mentor, and how to get the most out of a mentoring experience.

Thursday, September 7, 2006 • 8:30 a.m. – 12:30 p.m.
Continental Breakfast – 8:00 a.m. • Lunch – noon

Creativity and Innovation Workshop
Featured Speaker: John Cioffi, Principal, Orientation Technologies

To sustain profits and growth, a company should differentiate itself through product and service enhancement. Remaining competitive through price and delivery alone does not usually work over the long term. This differentiating approach requires a creative environment in which products and services innovations emerge regularly. This comprehensive seminar will introduce the techniques necessary to develop and sustain the creative environment. Members will also have the opportunity to evaluate their company’s current “creative environment” in order to develop an action plan to further enhance it.

Thursday, November 2, 2006 • 8:30 a.m. – 11:30 a.m.
Full Breakfast – 8:00 a.m.

Valuing your Family’s Business
Featured Speakers: Forum Sponsors

What is your company really worth? Whether selling your business, purchasing insurance or sorting through estate taxes, knowing the value of your business comes in handy. Valuing a business is an imprecise science, as there are both quantitative and qualitative factors that play a role in a comprehensive appraisal. Presented by experts from the Forum’s own sponsor organizations, this interactive workshop will identify the critical issues facing any company when considering the issue of valuation that should be examined to protect the business and the family’s financial future. Members will come away with the skills necessary to obtain an effective company valuation for any situation.

continued on next page
Family Business Forum Holiday Cocktail Party

Lenfell Hall, The Mansion
Fairleigh Dickinson University – College at Florham

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

PROGRAM SPEAKERS

Throughout a career than spans more than 20 years, John Cioffi has generated millions of dollars in profits for major companies in corporate America through his operations and marketing and sales management activities. He consistently achieved and exceeded targeted profit and growth objectives through the successful implementation of strategic planning and organizational development management processes. With his strong interpersonal skills and energetic “coaching” style, he has demonstrated exceptional capabilities as a leader and trainer of people. Cioffi established Orientation Technologies, a management training firm to utilize his experience, skills and talents in working with entrepreneurs and entrepreneurial managers to achieve profitable growth goals by “rooting” state-of-the-art management processes into the culture of their business. An active member of the American Management Association and the American Society for Training & Development, Cioffi has participated in the highly acclaimed Leadership Development Program at the Center For Creative Leadership in Greensboro, North Carolina.

William Glennon founded Creating Options in 1990 to provide management consulting services to small and mid-size firms and family businesses. In addition to serving on the Board of Advisors for several businesses, he has assisted his client companies in forming Advisory Boards. Mr. Glennon’s firm also specializes in coaching executives to increase effectiveness, especially those recently hired, promoted or targeted for larger roles. Management development and succession planning are other services offered. Mr. Glennon’s business experience includes 20 years in general management roles in operations, business development, marketing, strategic planning and information technology for Johnson & Johnson and Schering-Plough. He has a degree in mathematics from Villanova University and conducted graduate studies in strategic planning at MIT.

Fredda Herz-Brown is a pioneer in the field of family enterprise. Her career in working with families who share substantial assets began almost twenty years ago after she completed a research project examining successful first to second generation transitions. Dr. Herz-Brown was a member of the founding board of The Family Firm Institute where she spearheaded the work on developing the body of knowledge that defined the work of the field. She has continued to serve on the editorial review board of its journal, THE FAMILY BUSINESS REVIEW. Herz-Brown has written and published extensively on the subjects of women in family enterprise, board and leadership development, family governance, harmony and communication, and philanthropy. Her first book, “Reweaving the Family Tapestry” (Norton, 1991) marked her earlier work with families defining a model for understanding and working with them as they evolve through their life cycle.

Len Muscarella is the President of Interactive Media Associates, Inc., a firm specializing in the planning, development and marketing of Internet services. Since founding IMA in 1985, he has worked with senior management to develop new media applications that are both consumer and business facing, for not-for-profit and for-profit clients. Muscarella is a noted speaker and writer on Web marketing and has been quoted in many publications including The National Law Journal, Advertising Age, The Boston Globe, Interactive Age, and The Journal of Business Strategy. He is the coauthor of “Net Success” (Adams Media, 1999), a book about conducting business on the Internet. He was also a columnist on Web marketing for RIS News.

Rosemarie I. Strawn has more than 15 years experience in team productivity improvement, motivating groups to increase teamwork and communications through results-oriented training seminars and speeches. Strawn integrates her strong managerial and technical expertise to develop comprehensive training solutions for her company, Positive Actions. Strawn provides public speaking coaching to businesses to increase sales and customer satisfaction. Ms. Strawn has been interviewed on TV, talk radio shows and by several journalists for her expertise in improving team productivity and morale on shows including Cablevision Business Education TV’s “Stress Management for Peak Performance.” Strawn has moderated several distinguished panels at major events including the NJAWBO State Conference Media panel “Boost Your Marketing with Free Press and Publicity,” and UMDNJ Annual Procurement panel “New Challenges Facing Entrepreneur Women.” Recently, she was appointed by the Mayor of Piscataway as an advisor to the town’s Industrial Advisory Commission. Strawn was also recently elected President-Elect of New Jersey Association for Women Business Owners.

FOR MORE INFORMATION

For more details on the Forum, please contact:

Rothman Institute of Entrepreneurial Studies
Fairleigh Dickinson University
285 Madison Avenue, Madison, NJ 07940
Telephone: 973-443-8842 • Fax: 973-443-8847

Web Site: www.fdu.edu/rothman
E-mail: rothman@fdu.edu

Len Muscarella is the President of Interactive Media Associates, Inc., a firm specializing in the planning, development and marketing of Internet services. Since founding IMA in 1985, he has worked with senior management to develop new media applications that are both consumer and business facing, for not-for-profit and for-profit clients. Muscarella is a noted speaker and writer on Web marketing and has been quoted in many publications including The National Law Journal, Advertising Age, The Boston Globe, Interactive Age, and The Journal of Business Strategy. He is the coauthor of “Net Success” (Adams Media, 1999), a book about conducting business on the Internet. He was also a columnist on Web marketing for RIS News.

Rosemarie I. Strawn has more than 15 years experience in team productivity improvement, motivating groups to increase teamwork and communications through results-oriented training seminars and speeches. Strawn integrates her strong managerial and technical expertise to develop comprehensive training solutions for her company, Positive Actions. Strawn provides public speaking coaching to businesses to increase sales and customer satisfaction. Ms. Strawn has been interviewed on TV, talk radio shows and by several journalists for her expertise in improving team productivity and morale on shows including Cablevision Business Education TV’s “Stress Management for Peak Performance.” Strawn has moderated several distinguished panels at major events including the NJAWBO State Conference Media panel “Boost Your Marketing with Free Press and Publicity,” and UMDNJ Annual Procurement panel “New Challenges Facing Entrepreneur Women.” Recently, she was appointed by the Mayor of Piscataway as an advisor to the town’s Industrial Advisory Commission. Strawn was also recently elected President-Elect of New Jersey Association for Women Business Owners.

FOR MORE INFORMATION

For more details on the Forum, please contact:

Rothman Institute of Entrepreneurial Studies
Fairleigh Dickinson University
285 Madison Avenue, Madison, NJ 07940
Telephone: 973-443-8842 • Fax: 973-443-8847

Web Site: www.fdu.edu/rothman
E-mail: rothman@fdu.edu

Len Muscarella is the President of Interactive Media Associates, Inc., a firm specializing in the planning, development and marketing of Internet services. Since founding IMA in 1985, he has worked with senior management to develop new media applications that are both consumer and business facing, for not-for-profit and for-profit clients. Muscarella is a noted speaker and writer on Web marketing and has been quoted in many publications including The National Law Journal, Advertising Age, The Boston Globe, Interactive Age, and The Journal of Business Strategy. He is the coauthor of “Net Success” (Adams Media, 1999), a book about conducting business on the Internet. He was also a columnist on Web marketing for RIS News.